

# MissionSite

top unreached locations



LOUISVILLE, AL

CENSUS TRACT: 01005950300

REGION: Southeastern Region

ASSOCIATION: Barbour

DISTRICT: 05: Southeast River District

COUNTY: Barbour

SITESCAPE: Countryside

DENSITY PATTERN: I3



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

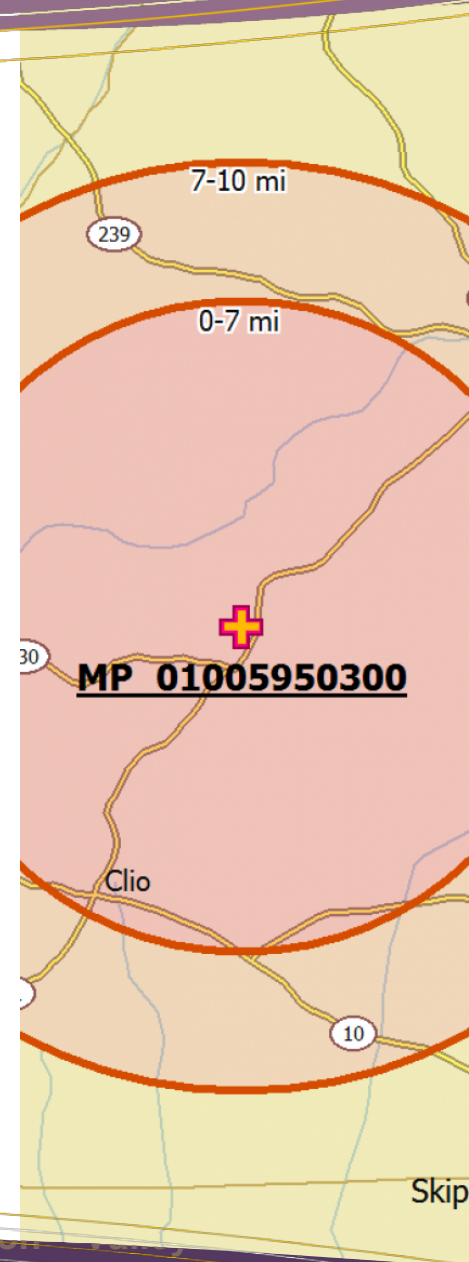
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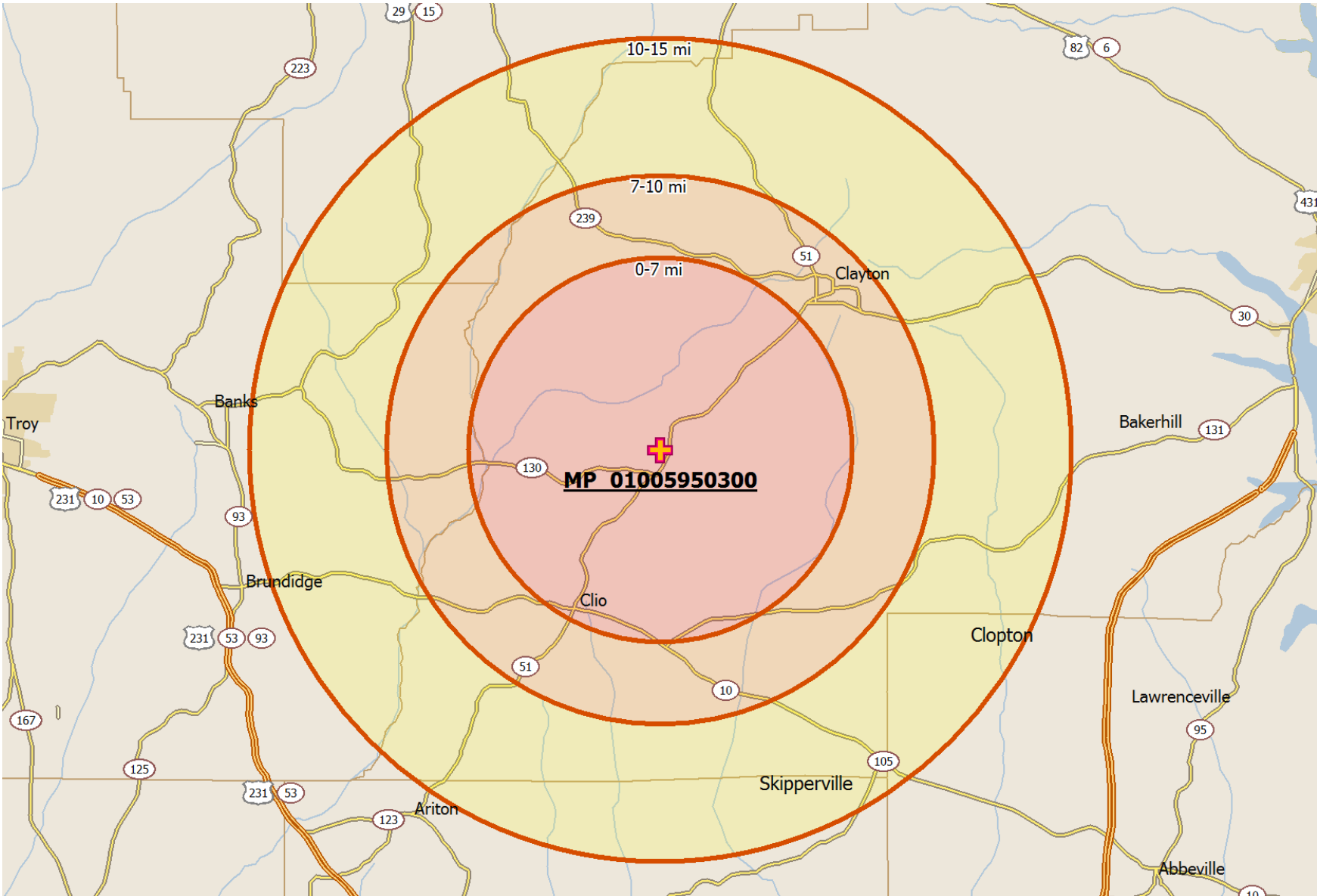
## Site Location Summary

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 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1054	Barbour
3	District	05	Southeast River District
4	County Location	01005	Barbour
5	Zipcode	36048	Barbour
6	Sitescape Category	1	Countryside
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.21	Settlements outside settlements
9	Sitescape Density Pattern	I3	2500-0-10000



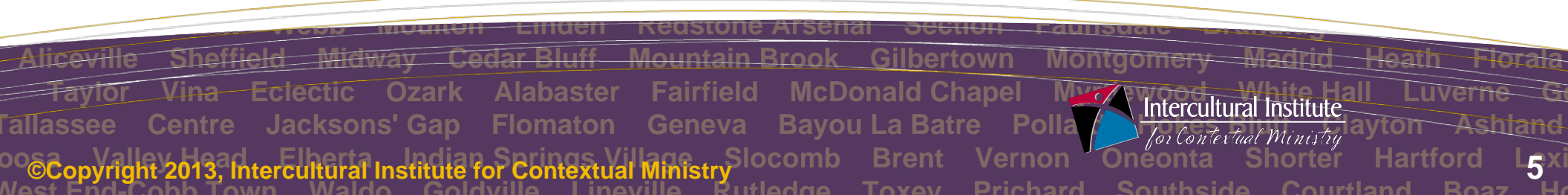
# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	6	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	43	Rural: Remote: Census-defined rural territory that is more than 25 miles from an urbanized area and is also more than 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	5	Percent commuting from non metro to metro areas

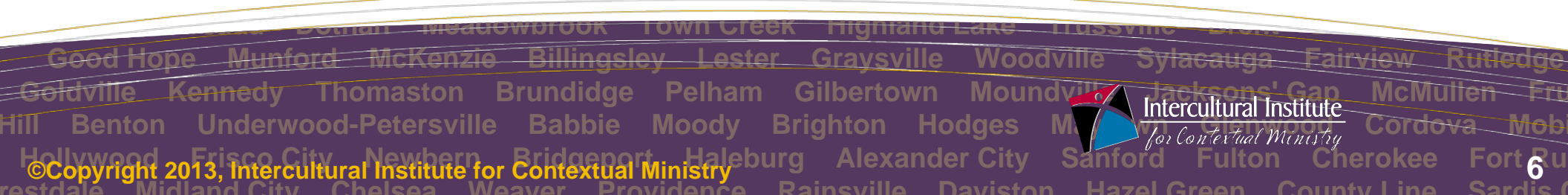


# Site Location Summary - Band Composition

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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	3,119	6,259	5,388
2010 Households	1,242	1,335	2,254
2010 Group Quarters Population	22	2,998	2

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	0	12
Language Diversity National Index	9	0	33
Foreign Born Diversity National Index	2	0	1
Ancestry Diversity National Index	5	0	5
Racial Diversity National Index	71	0	73



# 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](http://MissionalCyclopedia.org) website.

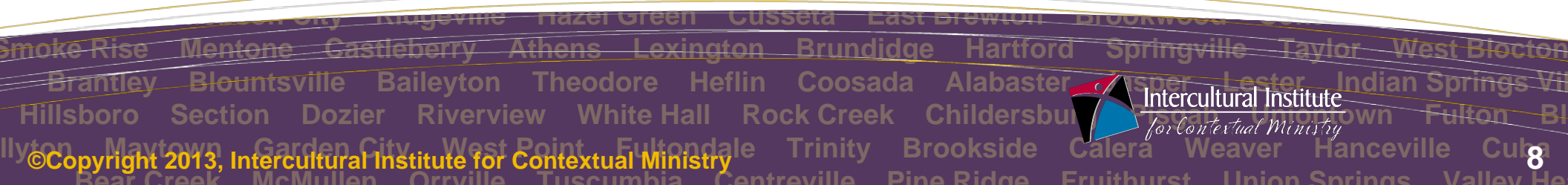
COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	1	True
Low-employment County	1	True
Persistent Poverty County	1	True
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	0	False

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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	26	2.09%
Mainstay Communities	Established, Diverse Households	11	0.89%
Working Communities	Blue-collar, Working Families	8	0.64%
Country Communities	Rural, Agri. & Mining Families	31	2.5%
Aspiring Communities	Young Singles / Aspiring-Multihousing	426	34.3%
Urban Communities	High Density, Inner-city Neighborhoods	739	59.5%





# 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](http://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](http://MissionalCyclopedia.org).

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-7 MILE BAND	% INDEX
Unreached Households	7,342	864	11.76%
Unreached %	69.46%	69.55%	100.13
Religious But NOT Evangelical HH	2,759	350	12.68%
Religious But NOT Evangelical %	26.1%	28.17%	107.94
Spiritual But NOT Relig or Evang HH	529	36	6.72%
Spiritual But NOT Relig or Evang %	5.01%	2.86%	57.16
Not Evangelical, Not Interested HH	4,279	518	12.11%
Not Evangelical, Not Interested %	40.48%	41.74%	103.1



# Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM 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).

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	20	2	10%
Active ALSBOM Attenders	1,952	107	5.48%
Active Evangelical Households	2,126	101	4.73%
Active Evangelical Percent	20.11%	20.91%	103.97
Inactive Evangelical Households	1,103	52	4.73%
Inactive Evangelical Percent	10.44%	10.85%	103.97
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM 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.	WRSHIP AVG	IICM CGR		CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Louisville	1.94 mi	88	Growing	16	Shiloh	10.12 mi	53	Declining
2	Bethlehem	2.94 mi	19	Growing	17	Anderson	10.13 mi	15	Growing
3	Mt. Zion	5.10 mi	65	Declining	18	Elam	10.21 mi	28	Plateauing
4	Clio	6.74 mi	44	Declining	19	Union	10.63 mi	16	Declining
5	Prospect	6.82 mi	62	Plateauing	20	Spring Hill	11.92 mi	39	Growing
6	Pine Level	6.97 mi	56	Growing	21	Monticello	12.12 mi	27	Declining
7	Enon	7.66 mi	65	Growing	22	Salem	12.75 mi	30	Plateauing
8	Sykes Creek	7.86 mi	25	Growing	23	Indian Creek	13.45 mi	34	Growing
9	Pleasant Plains	8.26 mi	29	Declining	24	Springfield	13.90 mi	75	Declining
10	Evergreen	8.31 mi	37	Growing	25	Peniel	13.95 mi	48	Declining
11	Loflin	8.45 mi	35	Plateauing	26	Bethel	14.64 mi	25	Declining
12	Corinth	8.96 mi	75	Plateauing	27	Salem	15.01 mi	153	Growing
13	Clayton	9.19 mi	231	Declining	28	Zebulon	15.42 mi	31	Declining
14	Richland	9.92 mi	80	Plateauing	29	Pleasant Ridge	15.55 mi	36	Growing
15	Emmanuel	10.08 mi	54	Growing	30	Banks	15.62 mi	39	Growing

Cottonwood Pell City Napier Field West Point Opp Jackson Elba Grayson Valley Fort Payne Webb G  
 Indian Springs Village Foley Enterprise Irondale Sylvania Marion Kinshasha Tarrant Ridgeville Jemison  
 Lynn Carrollton Evergreen Parrish Gordonville Cordova Tillmans Corner Dinsdale Hayneville Leighton  
 Daviston Minor New Site Newton Oak Hill Libertyville Ohatchee Skyline Clio Fayette Hayden Grigsby  
 Owens Cross Roads Goshen Valley Head Birmingham Gaylesville Thomaston Mentone Bayou La Batre



# 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 ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

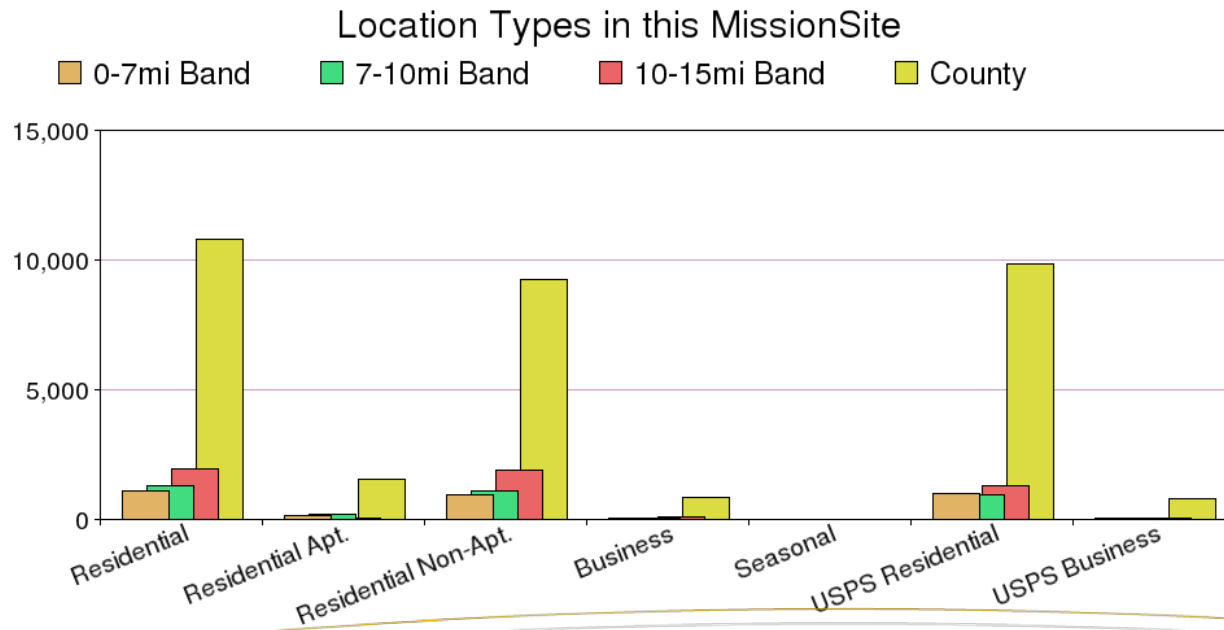


# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	25,417	3,321	13.07%
2000 Population	29,038	3,062	10.54%
2010 Population	29,737	3,119	10.49%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,217	1,173	12.73%
2000 Households	10,409	1,195	11.48%
2010 Households	10,571	1,242	11.75%



Location Type	0-7mi Band
Residential	1,079
Residential Apt.	151
Residential Non-Apt.	928
Business	46
Seasonal	0
USPS Residential	982
USPS Business	42

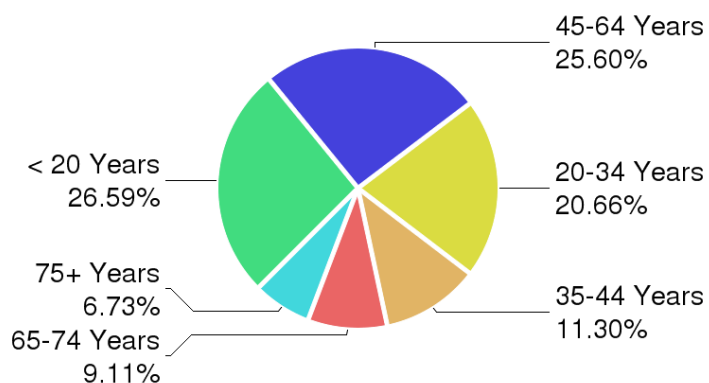
# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.36%	5.74%	107.09
4-5 Years	2.47%	1.7%	68.83
6-8 Years	3.6%	3.37%	93.61
9-11 Years	3.57%	4.2%	117.65
12-13 Years	2.35%	3.14%	133.62
14-17 Years	4.99%	5.13%	102.81
18-19 Years	2.55%	3.3%	129.41
0-5 Years	7.83%	7.44%	95.02
6-12 Years	8.35%	9.07%	108.62
13-19 Years	8.71%	10.07%	115.61
< 20 Years	24.89%	26.58%	106.79
20-34 Years	20.69%	20.65%	99.81
35-44 Years	13.67%	11.29%	82.59
45-64 Years	26.01%	25.59%	98.39
65-74 Years	8.22%	9.11%	110.83
75+ Years	6.51%	6.73%	103.38
Median Age	38	34	89.67
Median Age (Male)	36	34	94.67
Median Age (Female)	42	35	84.46

Age Group Percentages



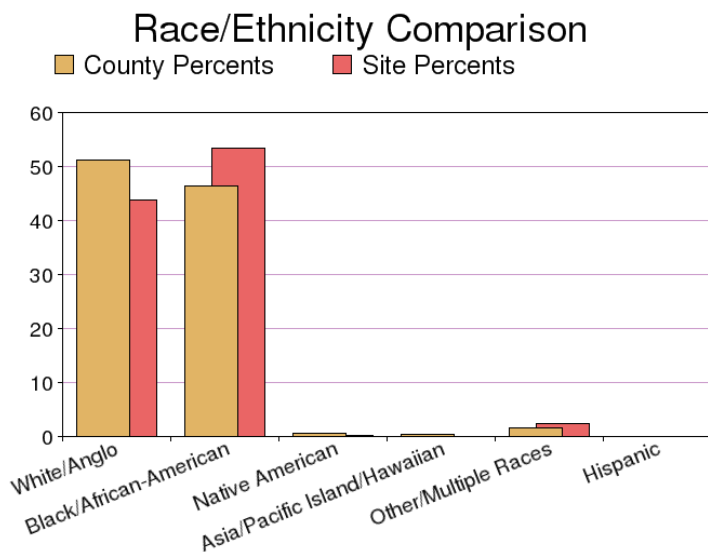


# Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	51.25%	43.86%	85.58
Black, African-American	46.33%	53.45%	115.35
Native American	0.54%	0.26%	47.67
Asian	0.31%	0.06%	20.5
Pacific Island, Hawaiian	0.03%	0.03%	105.93
Other/Multiple Races	1.53%	2.34%	152.63
Hispanic	0%	8.75%	0



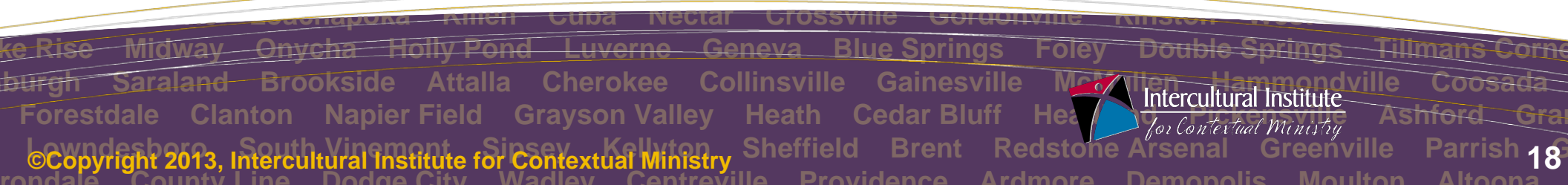
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,246	2,044	
Less than 9th Grade	8.47%	14.38%	58.89
No High School Diploma	16.7%	20.11%	83.08
High School Graduate	40.35%	37.62%	107.25
Some College, no degree	13.69%	12.33%	111.01
Associate Degree	7.15%	4.79%	149.17
College Degree	7.18%	4.5%	159.45
Graduate/Prof. degree	6.46%	6.26%	103.17

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	17.68%	25.6%	147.9
\$10,000 to \$19,999	14.74%	16.34%	110.9
\$20,000 to \$29,999	13.84%	17.55%	126.83
\$30,000 to \$49,999	23.68%	18.76%	79.23
\$50,000 to \$59,999	9.76%	8.86%	90.72
\$60,000 to \$69,999	5.76%	3.54%	61.49
\$70,000 to \$79,999	4.12%	2.74%	66.37
\$80,000 to \$89,999	2.86%	1.45%	50.73
\$90,000 to \$99,999	1.77%	1.13%	63.72
\$100,000 to \$124,999	2.49%	1.53%	61.49
\$125,000 to \$149,999	1.46%	1.21%	82.9
\$150,000 to \$199,999	1.18%	0.72%	61.28
\$200,000 to \$249,999	0.24%	0.16%	68.09
\$250,000 or more	0.43%	0.08%	18.91
Median Household	32,566	25,153	77.24
Average Household	46,870	39,691	84.68
Per Capita Household	18,473	15,805	85.56
Family/Non-Family Household Income			
Median Family Income	40,205	33,104	82.34
Average Family Income	54,475	44,030	80.83
Median Non-Family Income	19,140	14,367	75.06
Average Non-Family Income	30,202	17,752	58.78

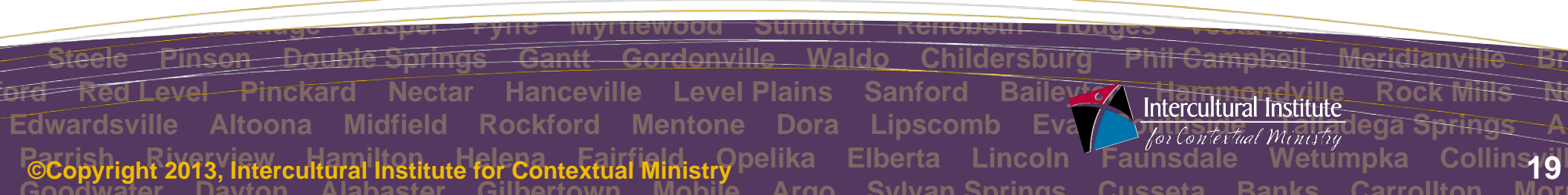


# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	68.67%	68.36%	99.55
Families with Children	32.7%	31.24%	95.53
Families without Children	35.97%	37.12%	103.2
Non-Family Households			
% Non-Family Households	31.33%	31.64%	100.99
Non-Families with Children	0.26	0.16	63.05
Non-Families without Children	31.08	31.48	101.31
Housing Units			Index
Total Housing Units	12,981	1,459	
Vacant percent	18.57%	14.94%	80.48
Owned percent	53.84%	64.98%	120.68%
Rented Percent	27.59%	20.22%	73.27
Households by Size			Index
Avg household size	2.50	2.49	99.6
Avg family hh size	3.10	3.07	99.03
Avg non-family hh size	1.18	1.24	105.08
Households By Count of Persons			Percent
One	2,973	359	12.08%
Two	3,350	396	11.82%
Three or Four	3,275	380	11.6%
Five+	973	107	11%



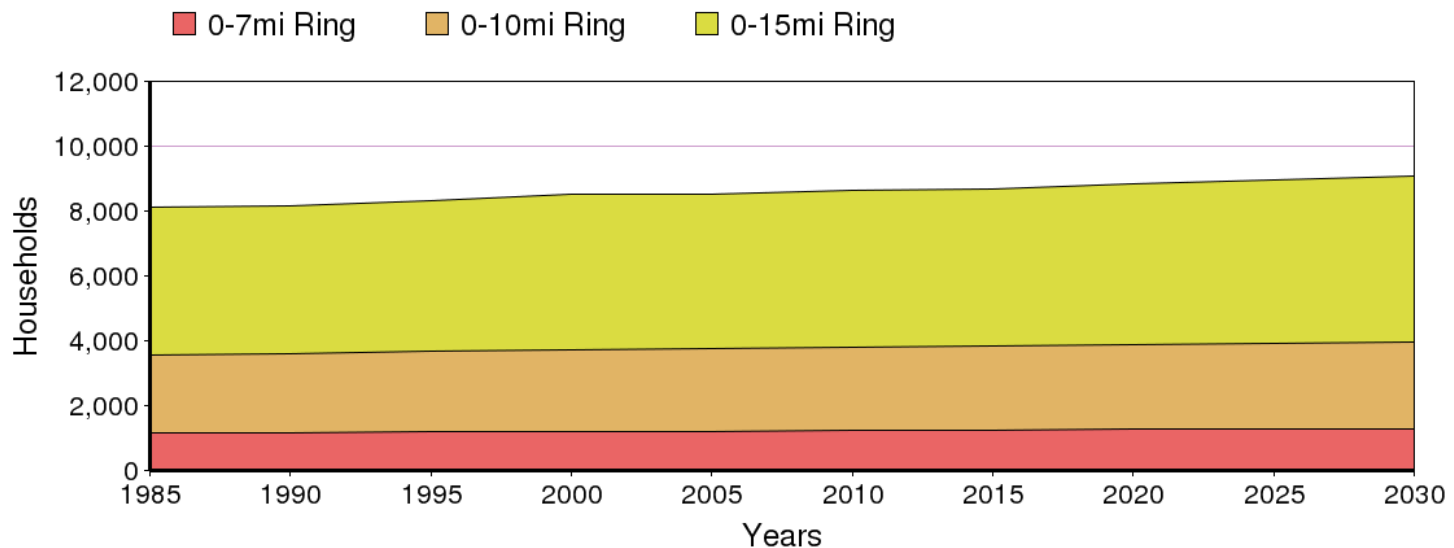
# Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	25,417	3,321	13.07%
2000 Population	29,038	3,062	10.54%
2010 Population	29,737	3,119	10.49%
2015 Population	29,737	3,086	10.38%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,217	1,173	12.73%
2000 Households	10,409	1,195	11.48%
2010 Households	10,571	1,242	11.75%
2015 Households	10,589	1,245	11.76%

Household Change from 1985 to 2030



nsas Sumiton Good Hope Garden City Orange Beach Nauvoo Avon Goshen Coffeeville Monroeville D  
 ord Midway Franklin Akron Pine Apple Valley Grande Attalla Gantt Thomaston Yellow Bluff Minor M  
 Owens Cross Roads Centre Florence Myrtlewood Pollard Slocomb Cla Thomaston Yellow Bluff Minor M  
 enburgh Robertsdale Grayson Valley Talladega Springs Level Plains Newville Sweet Water Elmore Tho  
 Vin Prattville Lanett Madrid Albertville Tuscumbia Madison Sylvania Fort Rucker Camp Hill Trussville

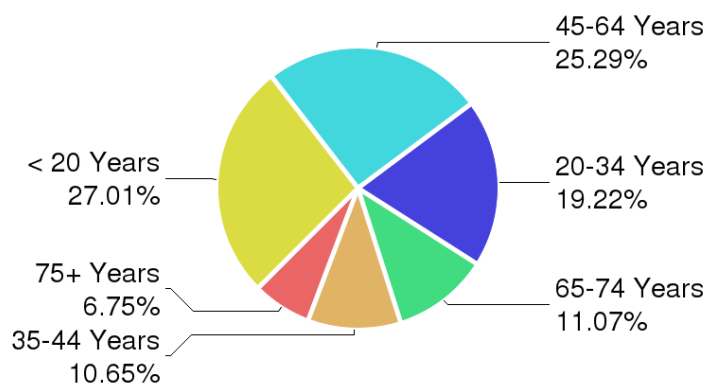
# Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.74%	6.16%	107.32
4-5 Years	1.7%	1.88%	110.59
6-8 Years	3.37%	3.95%	117.21
9-11 Years	4.2%	4.83%	115
12-13 Years	3.14%	3.5%	111.46
14-17 Years	5.13%	4.57%	89.08
18-19 Years	3.3%	2.07%	62.73
0-5 Years	7.44%	8.04%	108.06
6-12 Years	9.07%	10.53%	116.1
13-19 Years	10.07%	8.39%	83.32
< 20 Years	26.58%	26.96%	101.43
20-34 Years	20.65%	19.18%	92.88
35-44 Years	11.29%	10.63%	94.15
45-64 Years	25.59%	25.24%	98.63
65-74 Years	9.11%	11.05%	121.3
75+ Years	6.73%	6.74%	100.15
Median Age	38	36	93.67
Median Age (Male)	36	35	98.36
Median Age (Female)	42	35	84.41

Projected Age Group Percentages



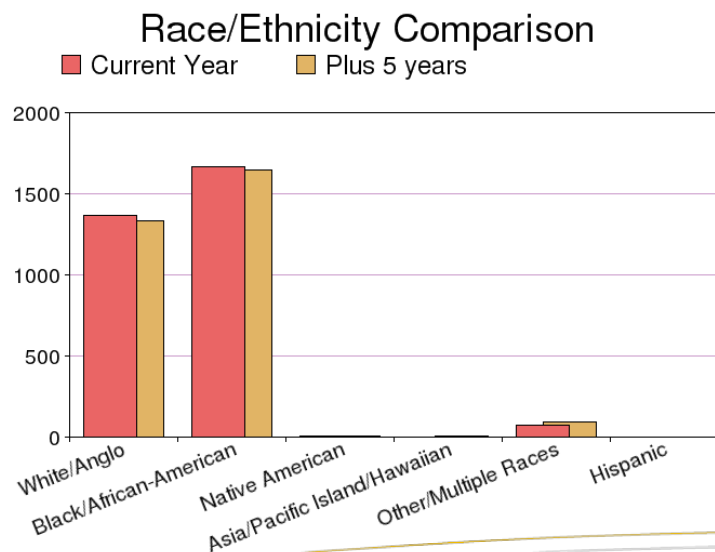
# Projected Demographic Summary

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

For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	43.86%	43.2%	98.48
Black, African-American	53.45%	53.43%	99.98
Native American	0.26%	0.29%	113.7
Asian	0.06%	0.1%	151.6
Pacific Island, Hawaiian	0.03%	0.03%	101.07
Other/Multiple Races	2.34%	2.95%	125.99
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	2,044	2,034	
Less than 9th Grade	14.38%	11.55%	80.32
No High School Diploma	20.11%	17.99%	89.49
High School Graduate	37.62%	41.15%	109.38
Some College, no degree	12.33%	11.46%	92.91
Associate Degree	4.79%	5.65%	117.92
College Degree	4.5%	4.52%	100.49
Graduate/Prof. degree	6.26%	7.67%	122.47



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if the current and projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

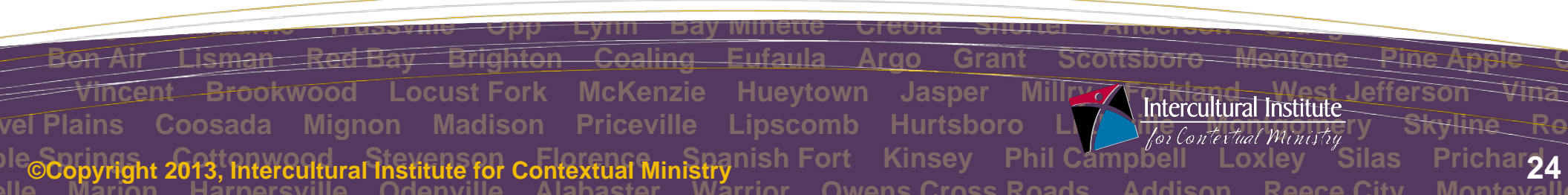
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	25.6%	23.13%	90.35
\$10,000 to \$19,999	16.34%	15.9%	97.3
\$20,000 to \$29,999	17.55%	17.19%	97.93
\$30,000 to \$49,999	18.76%	20.16%	107.47
\$50,000 to \$59,999	8.86%	9.88%	111.55
\$60,000 to \$69,999	3.54%	3.53%	99.76
\$70,000 to \$79,999	2.74%	2.89%	102.69
\$80,000 to \$89,999	1.45%	2.25%	121.93
\$90,000 to \$99,999	1.13%	0.96%	85.51
\$100,000 to \$249,999	1.53%	1.69%	110.26
\$125,000 to \$149,999	1.21%	1.29%	106.41
\$150,000 to \$199,999	0.72%	0.72%	99.76
\$200,000 to \$249,999	0.16%	0.08%	49.88
\$250,000 or more	0.08%	0.08%	99.76
Median Household	25,153	26,932	107.07
Average Household	39,691	43,340	109.19
Per Capita Household	15,805	17,485	110.63
<b>Family/Non-Family Household Income</b>			
Median Family Income	33,104	36,314	109.7
Average Family Income	44,030	47,698	108.33
Median Non-Family Income	14,367	16,157	112.46
Average Non-Family Income	17,752	20,995	118.27



# Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of family and non-family households, housing units, households by size, and households by count of persons for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value assumes that if the current and Projected percents were both the same, the index would be 100. Thus values lower than 100 reflect categories where the projected percentage in the 0-7 mile band are lower than the current percents. The values that are higher than 100 reflect categories where the projected percentage is higher for the 0-7 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the current percent). A value of 50 would be 50% of the current percent.

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	68.36%	67.23%	98.35
Families with Children	31.24	29.64	94.87
Families without Children	37.12	36.06	97.16
<b>Non-Family Households</b>			
% Non-Family Households	31.64%	32.77%	103.57
Non-Families with Children	0.16	0.32	103.57
Non-Families without Children	31.48	32.45	103.08
<b>Housing Units</b>			
Total Housing Units	1,459	1,460	100.07%
Vacant percent	14.94%	14.73%	98.56
Owned percent	64.98%	65%	100.04
Rented Percent	20.22%	20.34%	100.61
<b>Households by Size</b>			
Avg household size	2.49	2.46	98.8%
Avg family hh size	3.07	3.07	100%
Avg non-family hh size	1.24	1.20	96.77%
<b>Households By Count of Persons</b>			
One	359	368	102.51%
Two	396	400	101.01%
Three or Four	380	374	98.42%
Five+	107	102	95.33%





# 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](http://MissionalCyclopedia.org).

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	45	142	63
Northern Europe	0	0	9
Western Europe	0	0	6
Southern Europe	0	0	0
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	0	0	3
So. Central Asia	0	0	0
SE Asia	0	2	0
Western Asia	0	1	0
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	3	7	0
Central Amer.	42	132	45
South America	0	0	0
North America	0	0	0
Born at sea	0	0	0

# Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
English only	1,970	3,326	6,987
Spanish	59	201	151
Other Indo-Euro language	1	52	58
French (incl. Patois, Cajun)	0	29	21
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	2
German	1	23	29
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	6
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	2	0
Japanese	0	0	0
Korean	0	7	17
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	6
Other languages	0	16	17
Navajo	0	0	0
Other Native N. American	0	7	0
Hungarian	0	0	0
Arabic	0	9	17
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0

# Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	1,629	2,480	5,269
Arab	0	7	3
Armenian	0	0	0
Austrian	0	0	0
British	0	10	15
Canadian	0	0	0
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	0	0
Dutch	2	6	1
English	63	83	208
European	2	3	28
Finnish	0	0	0
French (not Basque)	2	47	61
French Canadian	0	0	0
German	25	54	112
Greek	0	1	5
Hungarian	0	0	0
Iranian	0	1	3

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	37	87	119
Italian	0	38	63
Lithuanian	0	0	0
Norwegian	2	12	8
Polish	0	1	12
Portuguese	0	0	1
Romanian	0	0	0
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	22	21	63
Scottish	18	11	22
Slovak	0	0	0
Subsaharan African	37	137	183
Swedish	0	9	20
Swiss	0	0	3
Ukrainian	0	0	0
US/American	219	562	771
Welsh	0	6	1
West Indian	0	1	9
Yugoslavian	0	0	0
Other	1,200	1,383	3,559

# Using the Demographic Indicators

Below are some issues related to the demographic indicators that you may want to consider as you review this site as a potential location for a new ministry or new congregation.

## *Issues for Your Consideration*

1. The Demoscope information on page 20 highlights the rate of population change at the site compared to it's county from 1990 to a projected date 5 years from the current year. What changes do you see over time? How significant is this site location as a percentage of the county? Is this a growing, plateauing or declining location?
2. The age categories on pages 16 and 21 clearly indicate the site population in various age-graded groups. Which age groups are the largest at this site? What changes are projected in the next 5 years? What implications does this have for small groups and other ministries?
3. The racial/ethnic and education categories listed on pages 17 & 22 provide a window into the type of people that need to be reached at the site. What is the dominant racial/ethnic category that needs to be reached? What do the educational levels tell you about the ways in which you need to design your outreach and discipleship? What implications arise from the changes that are projected in the next 5 years?

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

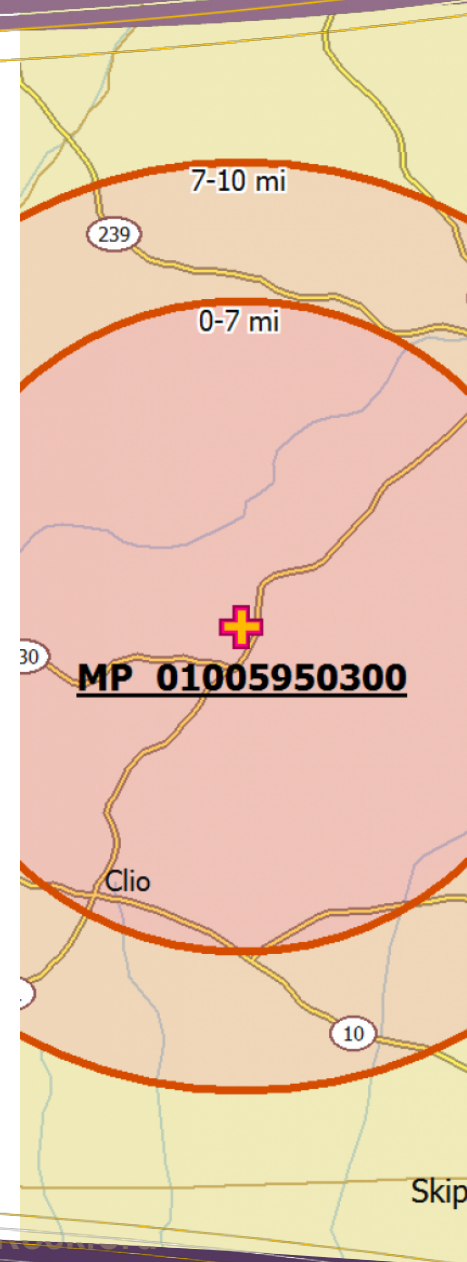
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of the country? How do family and non-family households compare economically at this site? What implications arise from the changes projected over the next 5 years? What are the implications for missional ministry?
5. A summary of family and non-family households, housing units, households by size and households by count of persons for both the site, the county and 5 year projections are listed on pages 19 & 24. What are the primary family types for this location? How does this site compare to the rest of the county? What changes are anticipated over the next 5 years? What are the implications for missional ministry?
6. The ethnic summary on pages 25, 26 & 27 provide an overview of the foreign-born population, language diversity and ancestry. From this information which groups of people are most significant at this site and in comparison to the country? How does this impact the development of new ministries and new congregations at this site?



## Unreached Households by Lifestyle Segment

In recent years, both George Barna and George Gallup have completed national polls that indicate that approximately 30% to 32% of the US population consider themselves "evangelical." However, their polling process interviews about 1000 statistically sampled people from which they derive this number. Simmons Market Research Bureau, the oldest and most authoritative source for market research in the US today, has conducted a similar poll. However, their methodology interviews approximately 27,000 people across the US. Their survey found that 31.9% of the US population consider themselves to be evangelical. The large sampling size enables IICM to cross reference their findings across the 60 MOSAIC lifestyle segments in the US. From this IICM has created an "Evangeliscape dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://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](http://MissionalCulturescape.org).



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,242	100%	864	100%
<b>AFFLUENT SUBURBIA</b>	26	2.09%	21	2.43%
America's Wealthiest	26	2.09%	21	2.43%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	0	0%	0	0%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	0	0%	0	0%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	0	0%	0	0%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	0	0%	0	0%
Mid-Market Enterprise	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,242	100%	864	100%
<b>BLUE COLLAR BACKBONE</b>	5	0.4%	3	0.35%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	5	0.4%	3	0.35%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	11	0.89%	8	0.93%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	4	0.32%	3	0.35%
Professional Urbanites	7	0.56%	5	0.58%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	3	0.24%	2	0.23%
Steadfast Conservative	3	0.24%	2	0.23%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%



# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-7 HH & Percent		Unreached HH & Percent	
Total	1,242	100%	864	100%
REMOTE AMERICA	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	421	33.9%	312	36.11%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	421	33.9%	312	36.11%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	31	2.5%	13	1.5%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	31	2.5%	13	1.5%

# Unreached Households by Lifestyle Segment

The table below lists 14 lifestyle segments in three social groups, J-Struggling Societies, K-Urban Essence, and L-Varying Lifestyles. For each the 0-7 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-7 HH & Percent		Unreached HH & Percent	
Total	1,242	100%	864	100%
<b>STRUGGLING SOCIETIES</b>	714	57.49%	484	56.02%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	714	57.49%	484	56.02%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	25	2.01%	17	1.97%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	25	2.01%	17	1.97%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	5	0.4%	4	0.46%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	5	0.4%	4	0.46%

# Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

## *Issues for Your Consideration*

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

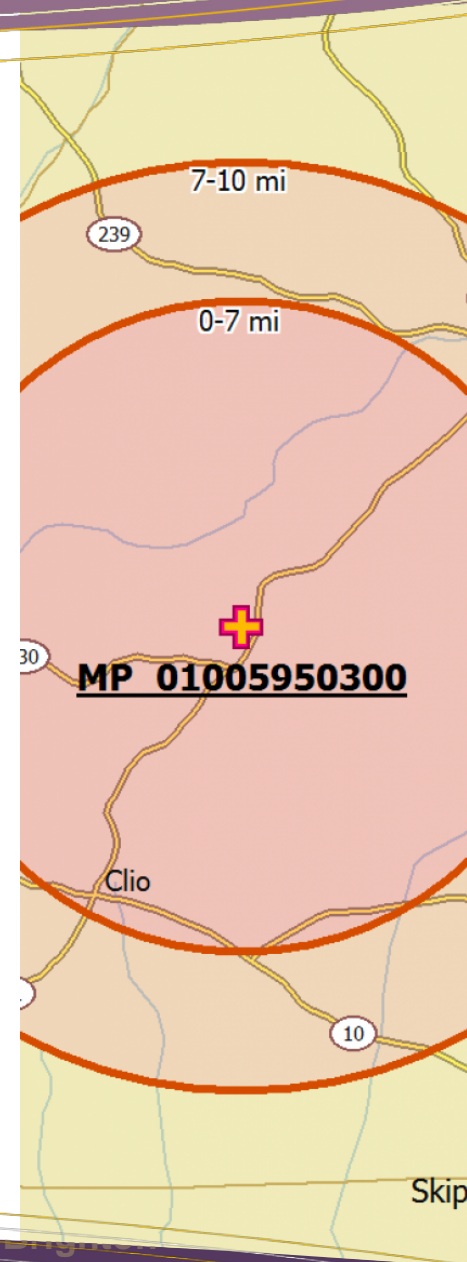
## Potential Cultural Bridges

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

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

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

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



# Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	65%	64%	65%
Use Comp. for Internet/E-mail	41%	41%	41%
Internet Use: E-Mail	34%	34%	34%
Use Comp. for Comp. Games	34%	34%	34%
Use Comp. for Education	29%	29%	29%
HH Owns DVD Player	25%	25%	25%
Use Comp. for Shopping	20%	20%	20%
Internet Use: News/Weather	19%	19%	19%
Use Comp. for Word Processing	19%	19%	19%
Use Comp. for Banking	18%	18%	18%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Use Comp. for Digital Camera Photo Editing	18%	19%	19%
Internet Use: Banking	18%	18%	18%
PC-Network-HH Has One	17%	16%	16%
Use Comp. for News/Info./Data Service	12%	11%	11%
Use Comp. for Filing/DB Mngmnt	9%	9%	9%
HH Owns Video/Webcam	8%	8%	8%
Internet Use: Research/Education	8%	7%	7%
Use Comp. for Personal Financial Mngmnt	7%	7%	7%
Internet Use: Read Magazines/Newspapers	7%	7%	7%
Internet Use: Yellow Pages	7%	7%	7%



# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	64%	64%	64%
Reading Books	48%	47%	47%
Dining Out (Not Fast Food)	40%	39%	40%
Card Games	34%	33%	33%
Cooking for Fun	32%	31%	31%
Go To A Beach/Lake	26%	26%	26%
Board Games	25%	24%	24%
Gardening	23%	23%	24%
Going To	14%	14%	14%
Bars/Nightclubs/Dancing			
Visit Museum	13%	12%	12%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	31%	30%	31%
Hypertension/High Blood Pressure	24%	24%	24%
Backache	23%	23%	23%
Dentist	21%	20%	20%
Eye Dr.	19%	18%	18%
High Cholesterol	18%	18%	18%
None Of These	18%	18%	18%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	16%	16%	16%

# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to attending performances, movies and sporting events at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Concert	23.34%	22.6%	22.3%
Live Theater	14.88%	14.18%	13.89%
Rock/Pop Concerts Most Often	12.93%	12.49%	12.36%
Live Theater Most Often	11.76%	11.23%	11.03%
Dance Performance	10.11%	10.02%	9.79%
Comedy Club	8.87%	9.02%	8.8%
Movies: Comedy	42.87%	42.99%	42.94%
Movies: Action/Adventure	39.38%	39.35%	39.19%
Movies: Drama	27.13%	27.13%	26.79%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	24.52%	24.35%	24.33%
Movies: Romantic Comedy	21.25%	20.91%	20.73%
Movies: Horror	20.76%	21.36%	21.35%
College Football Reg. Season	4.19%	4.02%	4.04%
College Basketball Reg. Season	3.64%	3.57%	3.57%
NFL Football Reg. Season	3.4%	3.34%	3.31%
NBA Basketball Reg. Season	2.97%	2.91%	2.72%
MLB Baseball Reg. Season	2.44%	2.31%	2.32%
College Football Post-Season	2.29%	2.27%	2.25%

# Potential Cultural Bridges

The tables below lists 28 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	34.1%	33.3%	33.22%
Swimming	20.65%	20.27%	20.5%
Basketball	18.43%	18.16%	17.97%
Bowling	16.54%	16.1%	16.16%
Billiards/Pool	16.36%	16.25%	16.36%
Jogging/Running	15.05%	14.73%	14.47%
Football	13.53%	13.33%	13.19%
Weight Training	12.1%	11.66%	11.47%
Freshwater Fishing	11.27%	11.44%	11.93%
Aerobics	10.64%	10.13%	9.88%
Stationary Cycling	9.74%	9.68%	9.59%
Baseball	9.43%	9.41%	9.36%
Using Cardio Machine	8.19%	7.73%	7.53%
Volleyball	8.05%	8.07%	8.05%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Golf	7.26%	6.78%	6.87%
Mountain/Road Biking	6.96%	6.65%	6.67%
Ice Skating	6.11%	6.12%	6.05%
Yoga	6.02%	5.93%	5.82%
Softball	5.94%	5.85%	5.82%
Tennis	5.87%	5.73%	5.64%
Roller Skating	5.61%	5.46%	5.39%
Soccer	5.48%	5.24%	5.12%
Camping Trips	4.97%	5.7%	6.29%
Saltwater Fishing	4.76%	4.76%	4.81%
Hunting	4.72%	4.86%	5.35%
Snorkeling	4.54%	4.49%	4.46%
Power Boating	4.2%	4.11%	4.2%
Jet Skiing	4.17%	4.22%	4.25%



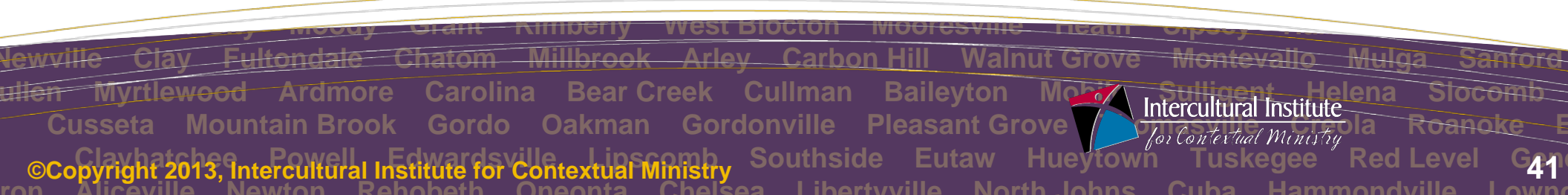


# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Backpacking/Hiking	3.94%	3.83%	3.93%
Fly Fishing	3.86%	3.89%	3.95%
Skateboarding	3.71%	3.64%	3.62%
Canoeing/Kayaking	3.63%	3.73%	3.79%
Hockey	3.34%	3.2%	3.16%
Snowmobiling	3.26%	3.24%	3.26%
Target Shooting	3.24%	3.38%	3.65%
Racquetball	3.23%	3.19%	3.12%
Motorcycling	3.2%	3.28%	3.39%
Downhill & X-Country Skiing	3.2%	3.03%	2.97%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Snowboarding	3.14%	3.1%	3.08%
Horseback Riding	3.02%	3.16%	3.29%
Water Skiing	3.01%	3.03%	3.06%
Sailing	2.76%	2.68%	2.66%
Surfing & Windsurfing	2.36%	2.35%	2.32%
Rock Climbing	2.24%	2.34%	2.34%
Archery	2.16%	2.11%	2.22%
Martial Arts	2.11%	1.97%	1.93%
Rowing	1.77%	1.71%	1.65%
Auto Racing	1.52%	1.63%	1.69%



## Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

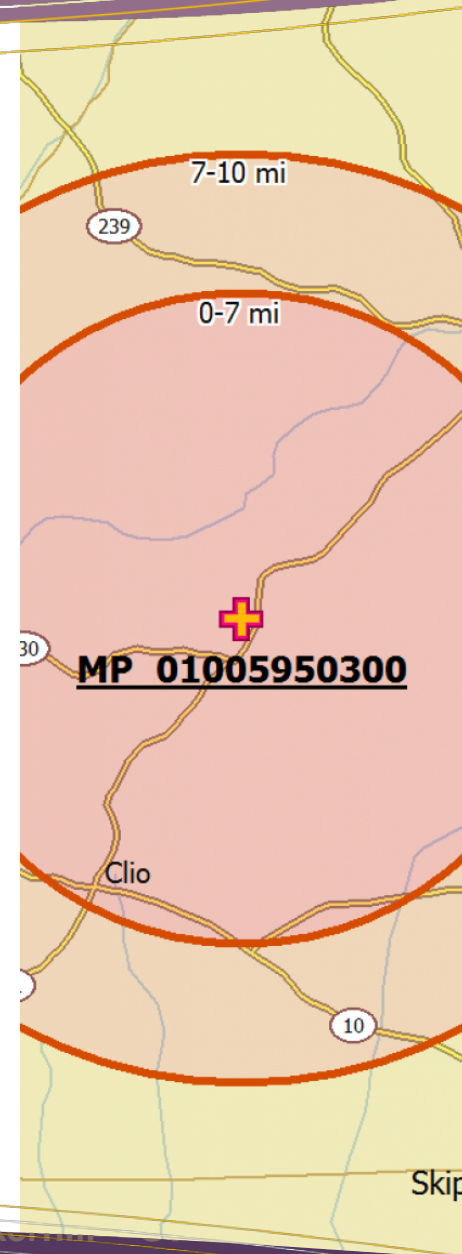
### BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

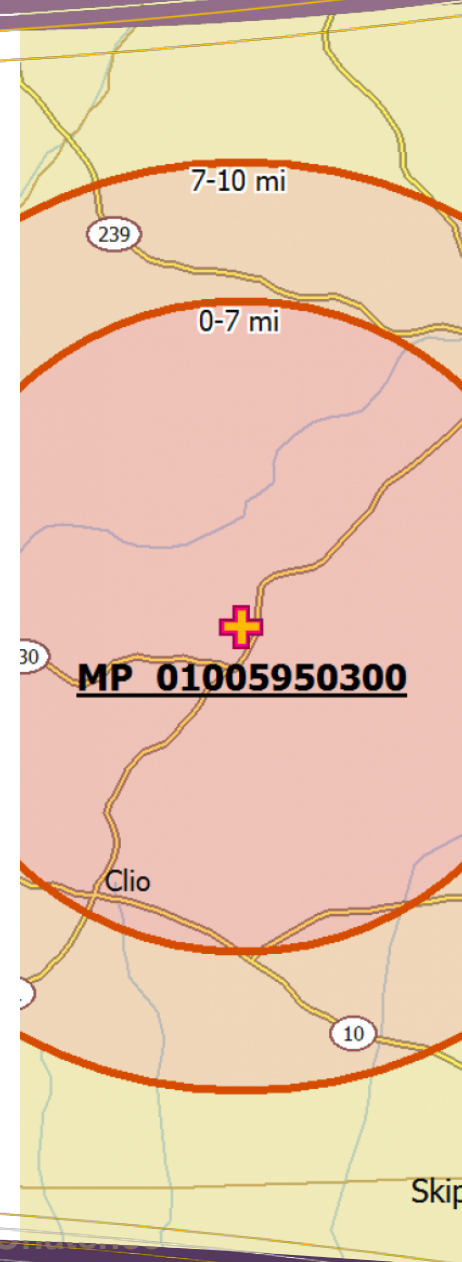
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.

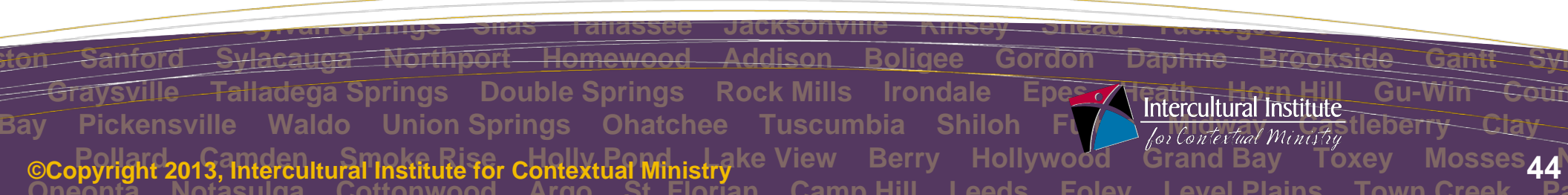


# Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	57%	57%	57%
Speak My Mind Even If It Upsets People	44%	45%	44%
Like Control Over People And Resources	43%	43%	43%
Find It Difficult To Say No To My Kids	37%	37%	37%
Woman's Place Is In The Home	36%	36%	36%
Don't Judge People/Way They Live Life	36%	36%	36%
Too Much Sponsorship In Arts/Sports	36%	36%	36%
I Am A Workaholic	29%	29%	29%
Like To Do Unconventional Things	27%	27%	28%
If Won Lottery Would Never Work Again	27%	27%	27%
Like to Stand Out In A Crowd	26%	27%	27%
Prefer To Have Few Possessions As Possible	25%	25%	24%

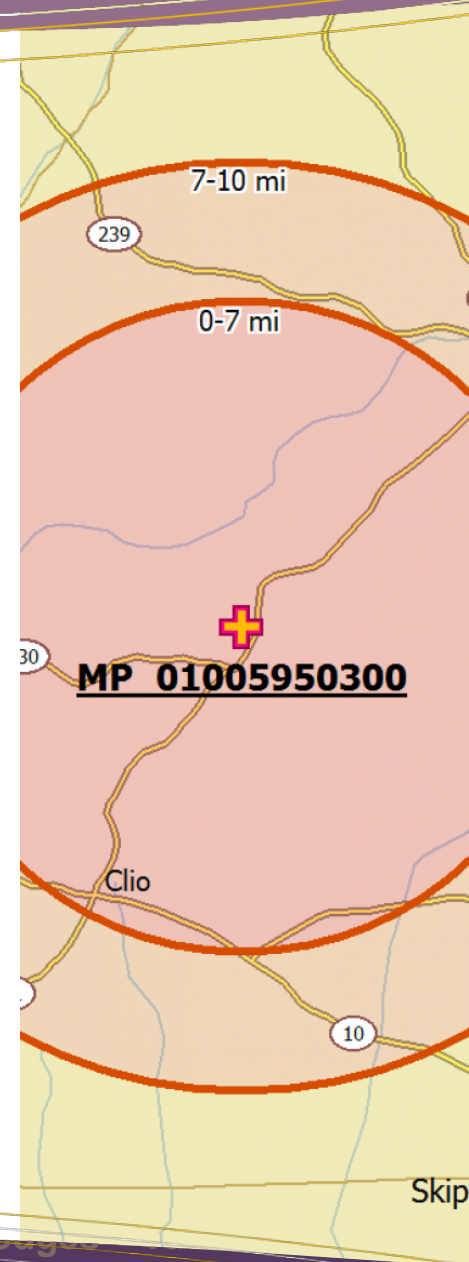
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
We Should Strive for Equality for All	22%	22%	22%
Money Is Best Measure Of Success	22%	22%	22%
Marijuana Should Be Legalized	21%	20%	20%
Rarely Sit Down to a Meal Together At Home	18%	19%	19%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Friends More Important Than My Fam.	17%	16%	16%
Only Work Current Job for The Money	16%	17%	17%
Happy With My Standard Of Living	12%	12%	12%
Very Happy With My Life As It Is	11%	12%	12%
On Whole People Get What They Deserve	11%	11%	11%
More Important Do Duty Than Enjoy Life	11%	12%	11%
Little I Can Do To Change My Life	11%	11%	11%



## Potential Cultural Themes

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

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

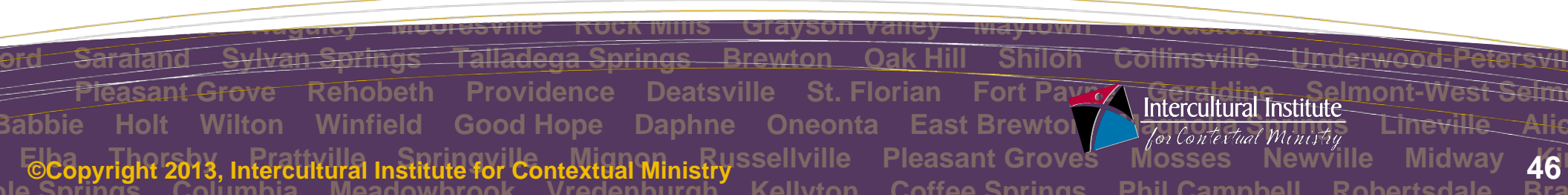


# Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

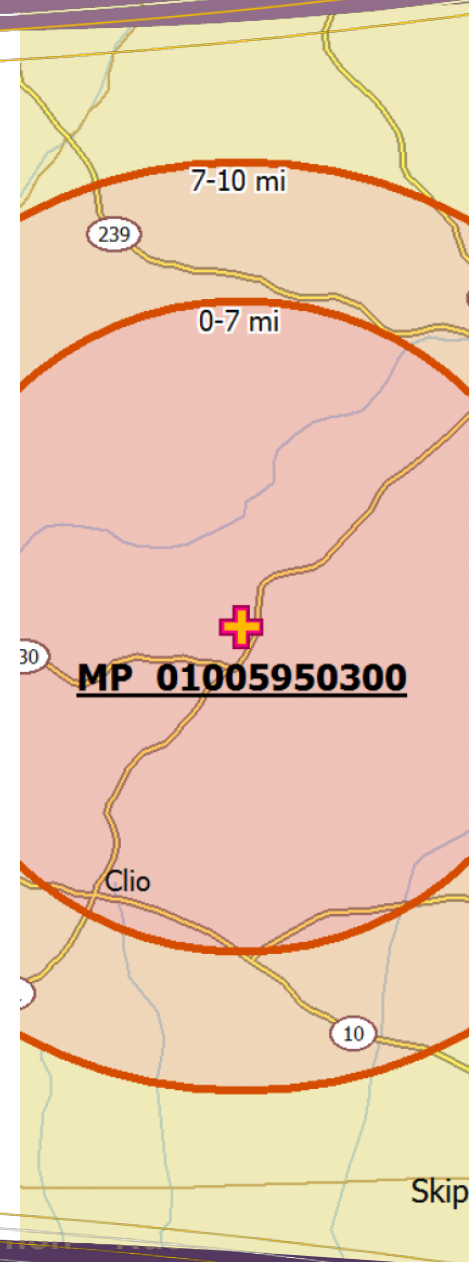
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
You Should Seize Opportunities In Life	59%	59%	59%
Important To Respect Customs And Beliefs	55%	54%	54%
Prefer Work Part Of Team Than Alone	40%	40%	40%
Like To Understand About Nature	39%	40%	39%
Important To Juggle Various Tasks	37%	37%	36%
Good At Fixing Things	33%	33%	33%
Important Feel Respected By My Peers	32%	32%	32%
Have Keen Sense Of Adventure	30%	30%	30%
Provide My Kids With The Little Extras	26%	26%	26%
Prefer To Have Few Possessions As Possible	25%	25%	24%
Consider Myself Interested In The Arts	25%	25%	25%
Looking for New Ideas To Improve Home	24%	25%	25%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
People Have To Take Me As They Find Me	23%	23%	23%
Try Not To Worry About The Future	19%	19%	19%
Like To Just Enjoy Life	19%	18%	18%
Real Men Don't Cry	18%	18%	17%
Enjoy Spending Time With My Fam.	15%	16%	16%
Worried About Pollution Caused By Cars	15%	14%	14%
Is An Important Part Of Who I Am	13%	13%	13%
Children Should Be Allowed To Express Themselves	9%	10%	9%
Feel Very Alone In The World	6%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	5%	5%
Decor Particular Interest To Me	3%	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 - 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that frequent the place is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	89.02%	89.47%	89.61%
Restaurant-Visit Any			
Fam. Restaurants/Steak	74.94%	74.3%	74.69%
Houses-Visit Any			
McDonald's	56.91%	57.56%	57.64%
Kentucky Fried Chicken (KFC)	43.22%	43.34%	43.22%
Burger King	40.05%	40.33%	40.44%
Wendy's	36.52%	36.55%	36.5%
Subway	32.62%	32.82%	32.93%
Pizza Hut	28.48%	29.16%	29.31%
Taco Bell	26.9%	26.79%	26.92%
Applebee's	26.29%	26.26%	26.43%
Popeyes	23.18%	23.52%	23.07%
Arby's	21.55%	21.45%	21.7%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Red Lobster	20.6%	20.61%	20.53%
Domino's Pizza	20.36%	20.47%	20.26%
Dairy Queen	19.35%	19.83%	20.2%
Golden Corral	18.28%	18.32%	18.19%
Church's Fried Chicken	17.16%	17.38%	17.14%
Olive Garden	17.13%	16.86%	16.9%
IHOP (International House Of Pancakes)	16.07%	15.97%	15.71%
Sonic	15.98%	16.54%	16.85%
Hardee's	15.35%	15.61%	15.82%
Chick-Fil-A	15.32%	14.81%	14.59%
Krispy Kreme	14.27%	14.35%	14.29%
TGI Friday's	14.26%	13.92%	13.55%

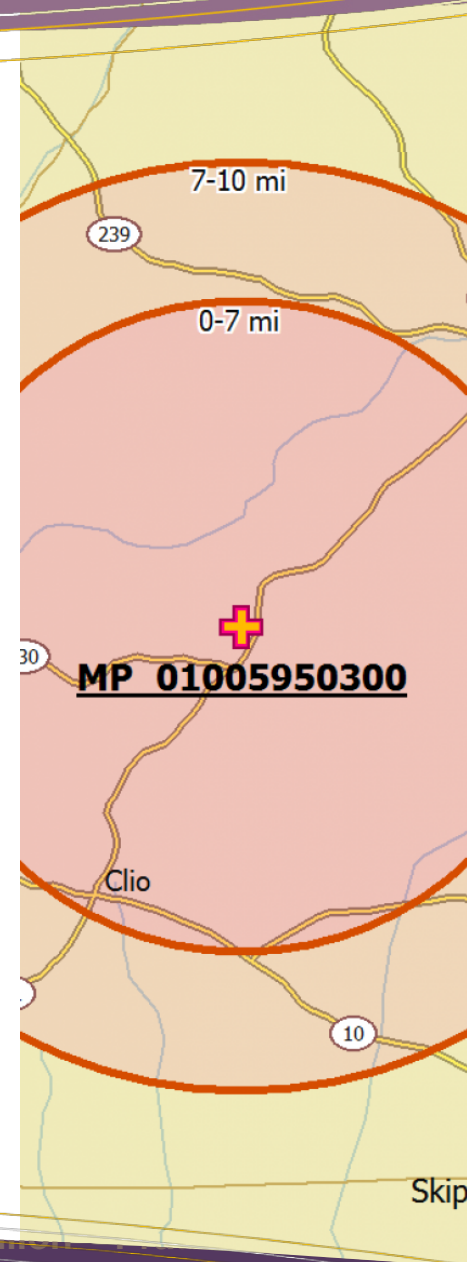


## Potential Shared Projects

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

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

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

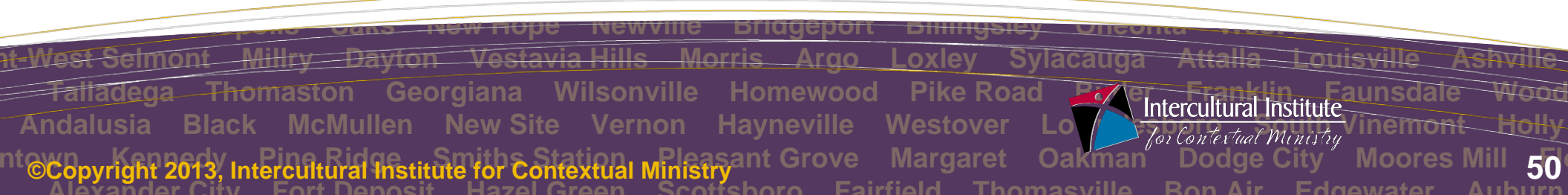


# Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	38.31%	37.53%	37.5%
Recycled products	20.88%	20%	20%
Worked as volunteer (non political)	10.45%	10.26%	10.4%
Engaged in fund raising	9.71%	9.33%	9.32%
Religious club member	7.94%	7.75%	7.74%
Church Board	7.38%	7.04%	6.98%

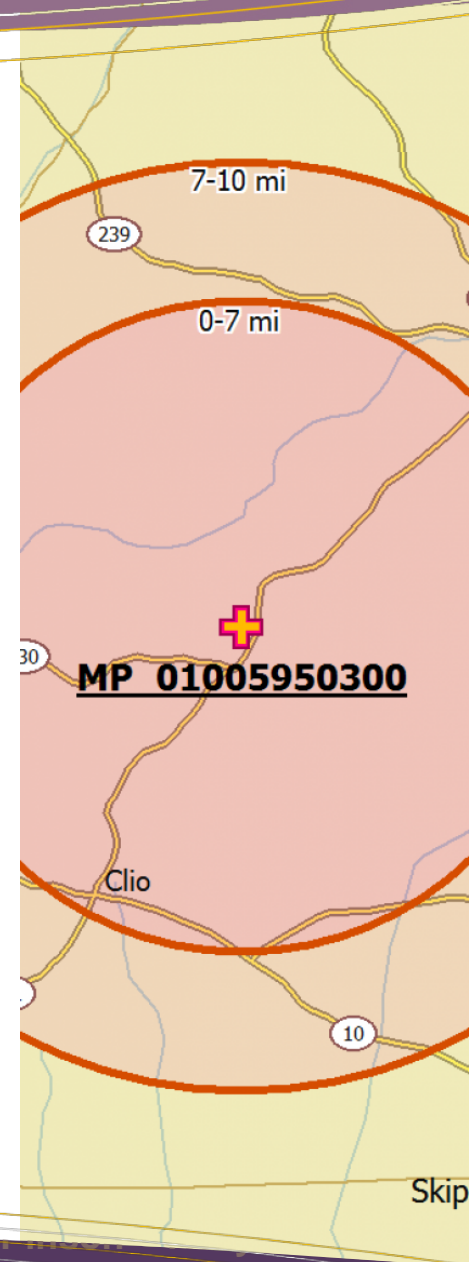
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Took active part in local civic issue	4.31%	4.17%	4.11%
Wrote to editor of mag or newspaper	4.04%	4.15%	4.18%
Union member	3.79%	3.51%	3.5%
Wrote to elected offcl about publ bus	3.35%	3.22%	3.21%
Charitable Organization	3.34%	3.16%	3.17%
Addressed a public meeting	3.34%	3.18%	3.19%



## Communication Media Content

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

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



# Potential Print Media Content:

The table below list 18 variables related to book and magazine usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the household in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

<b>BOOKS</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Children's Books	12.3%	11.94%	11.9%
Novel	11.19%	10.83%	10.74%
Religious (not Bibles)	9.66%	9.42%	9.38%
Cookbooks	7.91%	7.8%	7.82%
Romance	6.05%	5.96%	6.01%
Mystery	6.04%	5.97%	6.06%
Personal/Business	4.78%	4.48%	4.43%
Self-help			
Biography	4.77%	4.55%	4.47%
Mail order	4.57%	4.57%	4.54%

<b>MAGAZINES</b>	<b>0-7 MILES</b>	<b>7-10 MILES</b>	<b>10-15 MILES</b>
Newspaper	64.61%	63.86%	63.44%
Distributed			
Gen. Editorial	57.75%	57.27%	56.68%
Womens	49.46%	49.06%	48.58%
Service	28.13%	28.34%	28.5%
Music	23.42%	23.27%	22.88%
Business/Finance	23%	22.15%	21.62%
Mens	20.83%	20.69%	20.55%
Parenthood	16.45%	16.75%	16.69%
Health	14.33%	14.29%	14.26%

# Potential Print & Audio Media Content:

The tables below list 31 variables related to newspaper & radio usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behaviors and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

NEWSPAPERS	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	43.72%	43.22%	43.55%
Classified	29.68%	30.11%	30.52%
Sport	26.76%	26.4%	26.52%
Editorial Page	21.95%	21.52%	21.74%
TV/Radio Listings	21%	20.65%	20.6%
Business/Finance	20.62%	19.94%	19.81%
Movie Listings & Reviews	20.61%	19.95%	19.78%
Comics	19.71%	19.78%	20.09%
Food/Cooking	19.56%	19.27%	19.24%
Fashion	15.48%	14.98%	14.77%
Home/Gardening	15.09%	14.72%	14.7%
Travel	13.94%	13.26%	13.11%
Science/Technology	11.38%	10.75%	10.69%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Urban Contemporary	51.49%	50.96%	49.63%
Jazz	15.48%	14.8%	14.31%
CHR Contemp Hit Radio	14.4%	14.14%	13.99%
Variety	11.11%	10.83%	10.55%
Gospel	10.5%	10.41%	10.26%
Adult Contemporary	8.95%	9.53%	9.78%
Oldies	8.53%	8.58%	8.62%
Country	7.28%	8.19%	9.28%
All News	6.82%	6.11%	5.73%
Religious	4.62%	4.4%	4.45%
Soft Contemporary	4.47%	4.31%	4.27%
News/Talk	4.45%	4.14%	4.11%
Alternative	4.14%	4.14%	4.17%
Rock	3.53%	3.55%	3.78%
Sports	2.49%	2.28%	2.2%
All Talk	2.46%	2.22%	2.15%
Classic Rock	2.44%	2.52%	2.79%
Classical	2.31%	2.13%	2.02%

# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	60.64%	60.23%	60.27%
Other Video-On-Demand	55.94%	57.22%	57.46%
Soapnet	50.48%	50.13%	50.08%
Satellite Dish	48.15%	47.89%	48.22%
MSNBC	35.79%	35.85%	35.84%
Sci-Fi Channel	34.84%	34.75%	34.79%
Adult Pay Per View TV	33.19%	32.99%	33.2%
Subscribe Digital Cable	31.37%	31.31%	31.12%
Nickelodeon	27.03%	27.29%	27.53%
Nick At Nite	27%	26.91%	26.95%
TCM (Turner Classic Movies)	26.65%	26.32%	26.23%
TV Info From Sunday TV Magazine	26.18%	25.83%	25.82%

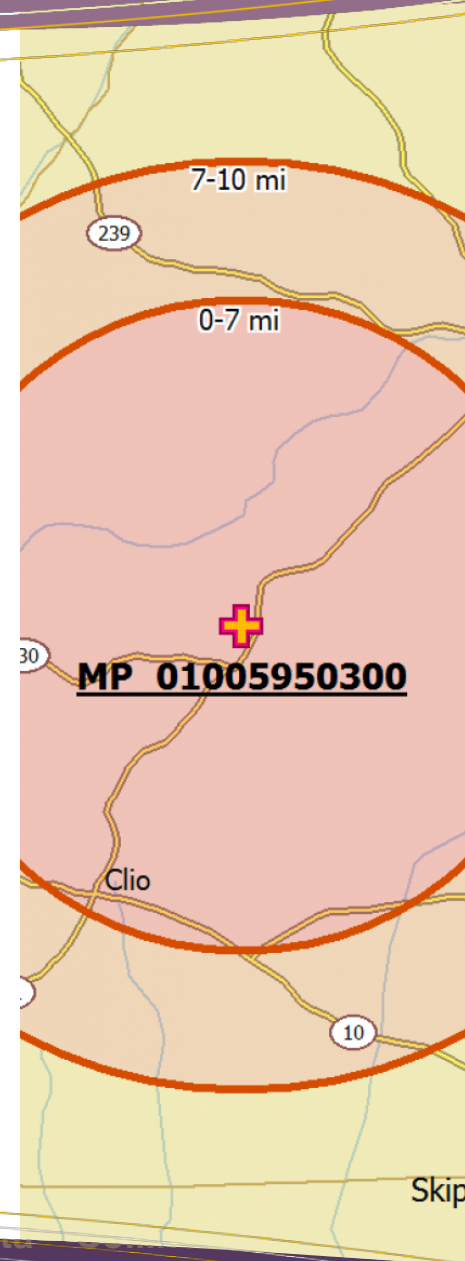
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Newspapers	25.03%	24.72%	24.7%
Lifetime	24.6%	24.51%	24.46%
BET (Black Entertainment TV)	24.44%	24.65%	24.58%
Hallmark Channel	23.85%	23.64%	23.57%
Comedy Central	23.17%	22.75%	22.36%
TV Info From Monthly Cable Guide	22.29%	22.59%	22.71%
ABC Fam.	21.75%	21.6%	21.32%
The Golf Channel	21.71%	21.31%	21.1%
TV Land	21.59%	21.62%	21.35%
HGTV (and Garden Television)	21.3%	20.91%	20.69%
TV Info From Other	21%	20.76%	20.68%
Travel Channel	20.48%	20.44%	20.28%

# Communication Media Usage

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

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

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



# Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	14.38%	14.13%	14.06%
Medium Users (4-6)	7.04%	6.98%	7%
Light Users (1-3)	15.38%	14.99%	15.08%
Quintiles (20%)			
Newspaper I (Heavy)	1.16%	1.3%	1.31%
Newspaper II	1.3%	1.36%	1.33%
Newspaper III	1.54%	1.37%	1.39%
Newspaper IV	0.6%	0.65%	0.64%
Newspaper V (Light)	1.26%	1.27%	1.32%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.74%	22.95%	22.91%
Magazines II	10.16%	10.16%	10.1%
Magazines III	10.89%	11.02%	11.01%
Magazines IV	15.43%	15.56%	15.51%
Magazines V (Light)	1.3%	1.24%	1.19%
Outdoor I (Heavy)	10.48%	10.76%	10.58%
Outdoor II	7.16%	7.15%	7.04%
Outdoor III	6.6%	6.71%	6.6%
Outdoor IV	16.89%	16.81%	16.99%
Outdoor V (Light)	24.89%	25.01%	25.1%
Yellow Pages I (Heavy)	16.87%	16.98%	16.97%
Yellow Pages II	9.78%	9.67%	9.45%
Yellow Pages III	13.86%	14.07%	13.88%
Yellow Pages IV	26.83%	27.01%	27.16%
Yellow Pages V (Light)	6.35%	6.54%	6.49%





# Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households that participate in the activity or an index value is given. For more detailed information you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	1.57%	1.49%	1.5%
Drive Time III (Medium)	1.04%	1.03%	1.02%
Radio IV & V (Light)	2.46%	2.31%	2.32%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	14.22%	14.55%	14.46%
Radio III (Medium)	3.12%	3.17%	3.22%
Radio IV & V (Light)	4.23%	4.14%	4.04%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.03%	10.9%	10.81%
Cable III (Medium)	6.45%	6.53%	6.56%
Cable IV & V (Light)	45.17%	45.51%	45.37%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.53%	3.44%	3.47%
Prime Time III (Medium)	1%	0.99%	1.03%
Prime Time IV & V (Light)	12.18%	13.22%	13.16%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.54%	37.99%	38.25%
Fringe III (Medium)	57.09%	57.32%	57.72%
Fringe IV (Light)	57.32%	58.19%	58.47%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.97%	17.1%	17.04%
All Day III (Medium)	27.32%	27.84%	27.98%
All Day IV (Light)	25.5%	25.78%	25.43%



# Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10%	9.89%	9.82%
6:00am - 10:00am	15.12%	14.84%	14.51%
10:00am - 3:00pm	15.8%	15.92%	15.45%
3:00pm - 7:00pm	19.62%	19.74%	19.74%
7:00pm - Midnight	12.75%	12.74%	12.66%
Midnight - 6:00am	11.14%	11.37%	11.18%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.57%	15.6%	15.58%
6:00am - 10:00am	2.12%	2.08%	2.01%
10:00am-3:00pm	4.68%	4.39%	4.19%
3:00pm - 7:00pm	8.22%	8.43%	8.34%
7:00pm - Midnight	12.5%	12.45%	12.32%
Midnight - 6:00am	17.42%	17.58%	17.16%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	5.77%	6.07%	6.05%
Saturday:	8.37%	8.23%	8.18%
8:00-11:00pm			
Sunday: 7:00-11:00pm	10.67%	10.83%	10.84%
9:00am-1:00pm	27%	26.91%	26.95%
9:00am-4:00pm	31.03%	30.82%	30.82%
4:00pm-7:00pm	33.53%	32.92%	32.54%
11:00pm-1:00am	48.4%	48.49%	48.28%
AVG Prime time	7.44%	7.54%	7.4%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	17.27%	17.7%	17.63%
7-9am	19.86%	20.15%	19.76%
9am-12noon	18.94%	18.44%	18.53%
12noon-4pm	12.09%	12.38%	12.29%
4-6pm	49.54%	48.62%	48.14%
6-7pm	17.36%	17.5%	17.66%
7-7:30pm	1.69%	1.6%	1.56%
7:30-8pm	12.26%	12.6%	12.57%
8-11pm	5.77%	6.07%	6.05%
11pm-12am	35.79%	35.85%	35.84%
11pm-1am	48.4%	48.49%	48.28%
1-6am	34.92%	35.17%	34.66%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	15.72%	15.6%	15.52%
Sat: 10am-1pm	8.67%	8.64%	8.51%
Sat: 1-4pm	25.43%	25.18%	25.16%
Sat: 4-6pm	7.29%	7.18%	7.09%
Sat: 6-7pm	1.36%	1.31%	1.29%
Sat: 7-8pm	1.02%	1.17%	1.15%
Sat: 8-11pm	8.37%	8.23%	8.18%
Sat: 11pm-1am	7.26%	7.07%	6.93%
Sat: 1am-7pm	20.11%	19.89%	19.87%
Sun: 7-10am	2.42%	2.35%	2.33%
Sun: 10am-1pm	5.18%	5.18%	5.27%
Sun: 1-4pm	4.16%	4.03%	4.08%
Sun: 4-7pm	10.71%	10.74%	10.81%
Sun: 7-11pm	10.67%	10.83%	10.84%
Sun: 11pm-1am	6.26%	6.31%	6.22%
Sun: 1-7am	20.09%	20.02%	20.05%

# 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.

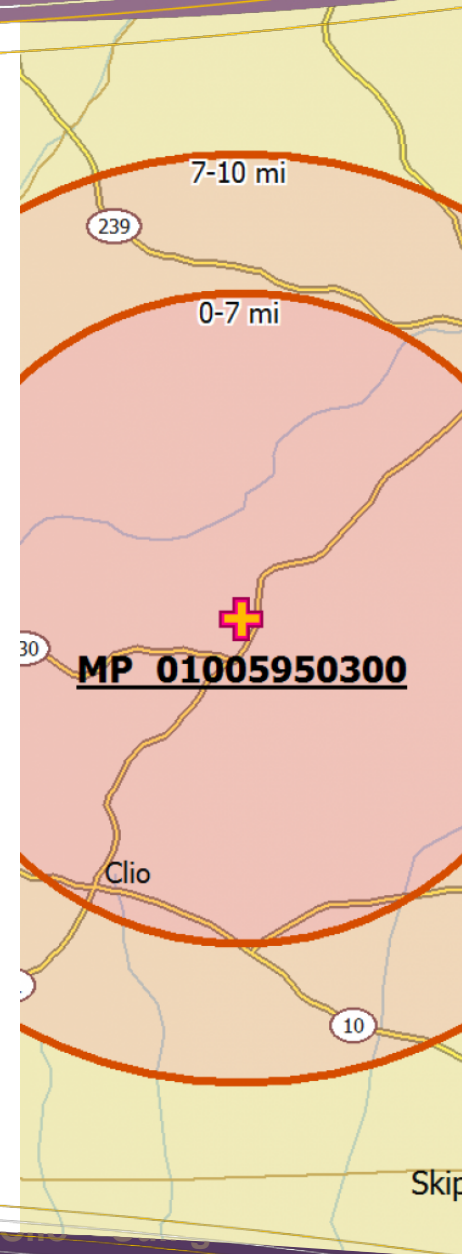


## Your MissionSite and the Missional Suite

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](http://MissionalCyclopedia.org) site.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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

# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Louisville	PO Box 115 Louisville, AL 36048	1.94 mi	88	Growing
2	Bethlehem	298 Pratts Station Rd Clayton, AL 36016	2.94 mi	19	Growing
3	Mt. Zion	1117 County Road 44 Louisville, AL 36048	5.10 mi	65	Declining
4	Clio	PO Box 96 Clio, AL 36017	6.74 mi	44	Declining
5	Prospect	1341 County Road 43 Clayton, AL 36016	6.82 mi	62	Plateauing
6	Pine Level	1110 County Road 33 Louisville, AL 36048	6.97 mi	56	Growing
7	Enon	3611 County Road 6631 Banks, AL 36005	7.66 mi	65	Growing
8	Sykes Creek	1921 Al Highway 10 Clio, AL 36017	7.86 mi	25	Growing
9	Pleasant Plains	251 Bowden Rd Clayton, AL 36016	8.26 mi	29	Declining
10	Evergreen	222 Highway 239 Clayton, AL 36016	8.31 mi	37	Growing
11	Loflin	1275 County Rd 6632 Banks, AL 36005	8.45 mi	35	Plateauing
12	Corinth	4387 Highway 131 Clayton, AL 36016	8.96 mi	75	Plateauing
13	Clayton	PO Box 129 Clayton, AL 36016	9.19 mi	231	Declining
14	Richland	2396 County Road 4411 Brundidge, AL 36010	9.92 mi	80	Plateauing
15	Emmanuel	154 Church St Ariton, AL 36311	10.08 mi	54	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Shiloh	2930 County Road 4413 Banks, AL 36005	10.12 mi	53	Declining
17	Anderson	34 Victoria St Louisville, AL 36048	10.13 mi	15	Growing
18	Elam	107 Danny Rd Ariton, AL 36311	10.21 mi	28	Plateauing
19	Union	263 County Rd 83 Newville, AL 36353	10.63 mi	16	Declining
20	Spring Hill	3146 County Road 53 Clio, AL 36017	11.92 mi	39	Growing
21	Monticello	1399 County Rd. 6643 Banks, AL 36005	12.12 mi	27	Declining
22	Salem	3336 County Rd 23 Ariton, AL 36311	12.75 mi	30	Plateauing
23	Indian Creek	5066 Highway 239 Banks, AL 36005	13.45 mi	34	Growing
24	Springfield	4507 County Road 4421 Brundidge, AL 36010	13.90 mi	75	Declining
25	Peniel	2710 County Road 41 Skipperville, AL 36374	13.95 mi	48	Declining
26	Bethel	667 Enzor Rd Troy, AL 36079	14.64 mi	25	Declining
27	Salem	PO Box 802 Brundidge, AL 36010	15.01 mi	153	Growing
28	Zebulon	6153 Al Highway 223 Troy, AL 36081	15.42 mi	31	Declining
29	Pleasant Ridge	5320 County Road 15 Ozark, AL 36360	15.55 mi	36	Growing
30	Banks	31 E Troy St Banks, AL 36005	15.62 mi	39	Growing



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# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Belcher Bethel	2489 Co Rd 29S Eufaula, AL 36027	15.66 mi	20	Growing
32	Ebenezer	2130 County Road 7759 Troy, AL 36081	16.04 mi	33	Declining
33	Ariton	PO Box 27 Ariton, AL 36311	16.19 mi	102	Declining
34	Shady Grove	5331 Al Highway 125 Brundidge, AL 36010	17.30 mi	75	Declining
35	Morgan	2585 County Road 57 Skipperville, AL 36374	17.38 mi	44	Growing
36	Mt. Zion	1219 US Hwy 231 Brundidge, AL 36010	17.51 mi	71	Plateauing
37	Pocosin	42 Melanie Lane Troy, AL 36081	17.55 mi	14	Growing
38	Center Ridge	3573 N Highway 123 Ariton, AL 36311	17.81 mi	37	Plateauing
39	Inverness	10324 County Road 14 Union Springs, AL 36089	17.84 mi	26	Declining
40	Antioch	489 Co Road 3309 Troy, AL 36079	18.52 mi	56	Declining
41	Bethlehem	6272 County Road 110 Brundidge, AL 36010	18.94 mi	59	Declining
42	New Hope	4239 County Road 69 Skipperville, AL 36374	19.61 mi	55	Growing
43	Midway	695 Highway 51 North Union Springs, AL 36089	19.68 mi	8	Declining
44	Post Oak	4108 North Union Avenue Ozark, AL 36360	19.96 mi	110	Declining
45	Liberty	PO Box 363 Union Springs, AL 36089	19.99 mi	21	Growing



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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](http://www.iicm.net).

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[www.missionalcontext.org](http://www.missionalcontext.org)  
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