

MissionSite

top unreached locations



ANNISTON, AL

CENSUS TRACT: 01015000800

REGION: North Central Region

ASSOCIATION: Calhoun

DISTRICT: 03: East Central District

COUNTY: Calhoun

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

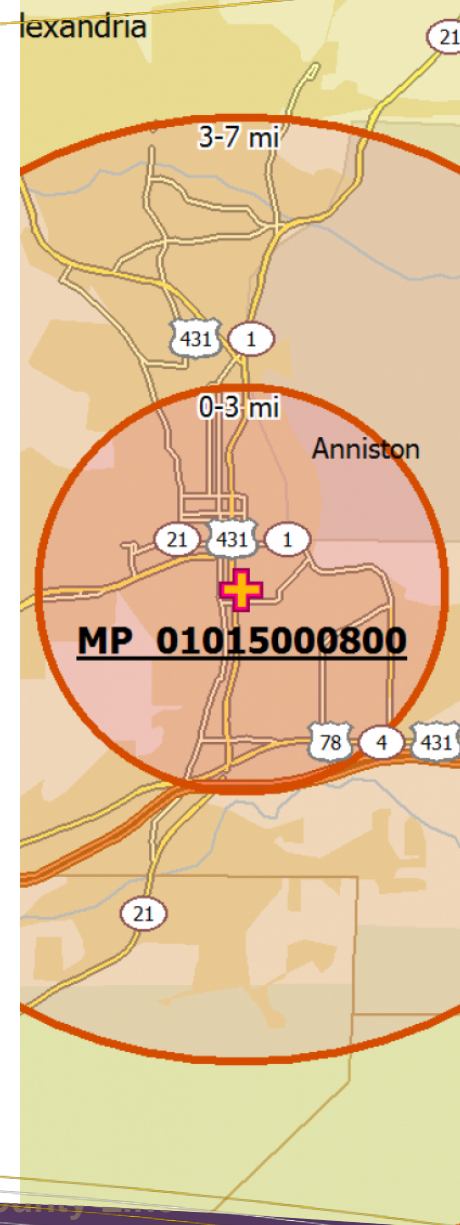
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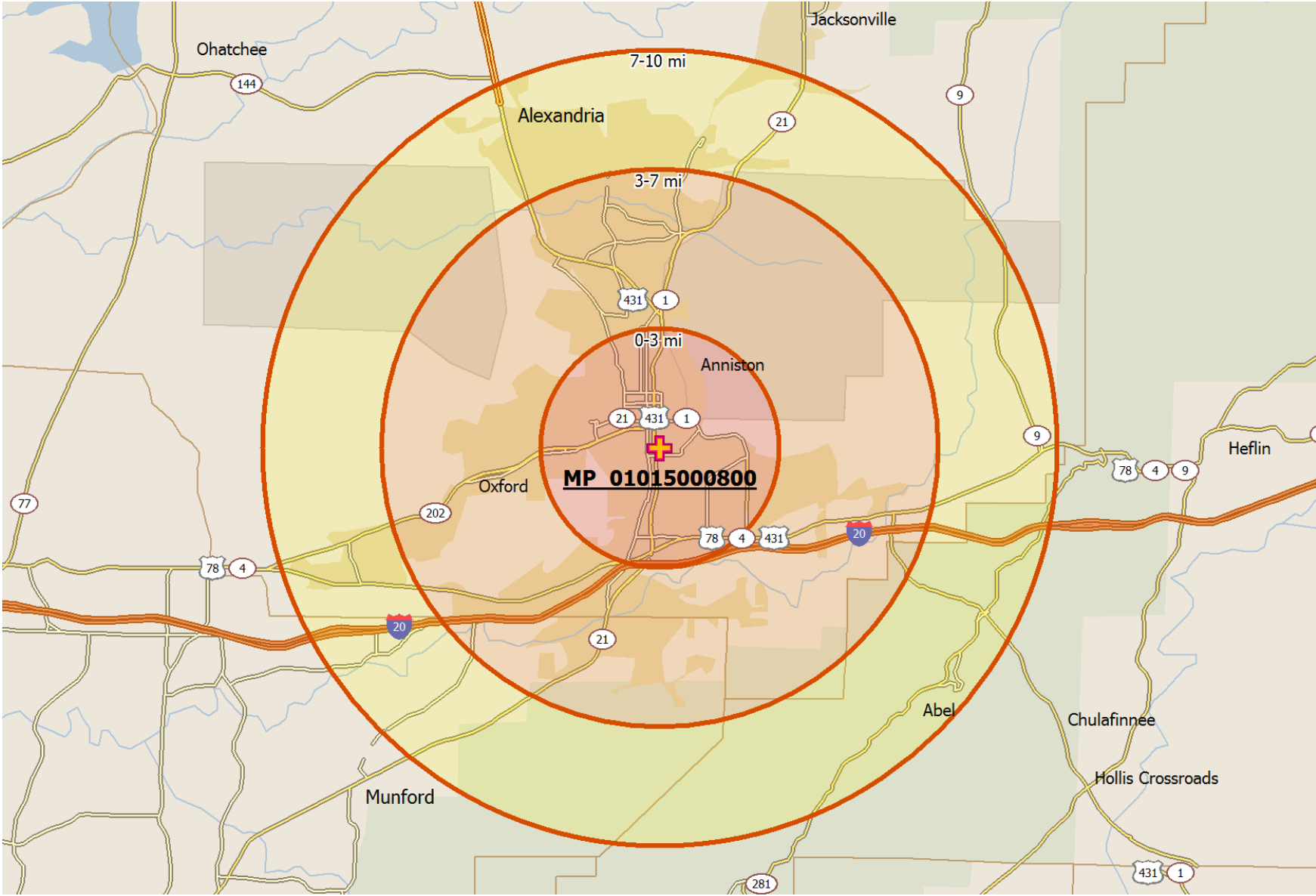
Site Location Summary

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 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0102	North Central Region
2	Association	1130	Calhoun
3	District	03	East Central District
4	County Location	01015	Calhoun
5	Zipcode	36201	Calhoun
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area of 50,000 to 249,999 population
5	NCES Urban Centric Locale Codes	13	City: Small: Territory inside an urbanized area and inside a principal city with population less than 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	26,863	38,649	17,994
2010 Households	11,735	15,644	7,107
2010 Group Quarters Population	1,047	92	22

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	35	30	22
Language Diversity National Index	21	15	9
Foreign Born Diversity National Index	31	40	63
Ancestry Diversity National Index	20	33	48
Racial Diversity National Index	68	38	28

Site Location Summary - County Environment

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

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

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

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	810	6.9%
Mainstay Communities	Established, Diverse Households	932	7.94%
Working Communities	Blue-collar, Working Families	2,420	20.62%
Country Communities	Rural, Agri. & Mining Families	372	3.17%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,198	10.21%
Urban Communities	High Density, Inner-city Neighborhoods	6,002	51.15%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	31,200	8,156	26.14%
Unreached %	66%	69.5%	105.32
Religious But NOT Evangelical HH	8,027	2,786	34.7%
Religious But NOT Evangelical %	16.98%	23.74%	139.8
Spiritual But NOT Relig or Evang HH	4,545	751	16.53%
Spiritual But NOT Relig or Evang %	9.61%	6.4%	66.58
Not Evangelical, Not Interested HH	18,903	4,837	25.59%
Not Evangelical, Not Interested %	39.98%	41.22%	103.09



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).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of ALSBOM Churches	93	12	12.9%
Active ALSBOM Attenders	14,040	2,171	15.46%
Active Evangelical Households	11,591	2,580	22.25%
Active Evangelical Percent	24.52%	21.98%	89.66
Inactive Evangelical Households	4,485	998	22.26%
Inactive Evangelical Percent	9.49%	8.51%	89.68
# New Churches Needed	0	0	0%

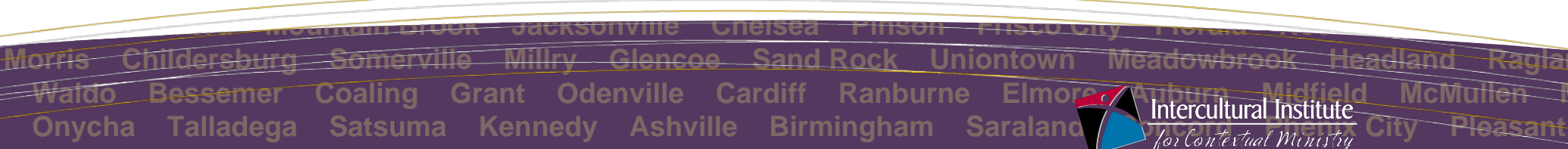


Spirituality Indicators - 30 Closest ALSBOM Churches

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.	WRSHP AVG	IICM CGR
1	Parker Memorial	0.60 mi	590	Plateauing
2	Ruhama	0.61 mi	31	Declining
3	Woodland Park	1.10 mi	27	Growing
4	Noble Street	1.60 mi	41	Plateauing
5	West Anniston	1.70 mi	53	Plateauing
6	Emmanuel	1.76 mi	16	Growing
7	Greenbrier Road	1.95 mi	285	Plateauing
8	Oxford First	2.45 mi	578	Declining
9	Wayside	2.46 mi	50	Declining
10	Blue Mountain	2.56 mi	61	Growing
11	Lakeview	2.72 mi	311	Growing
12	Oakridge	2.84 mi	128	Declining
13	Fairview Heights Northside	3.00 mi	124	Plateauing
14	Golden Springs	3.04 mi	488	Growing
15	West Park Heights	3.46 mi	174	Growing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Blue Springs	3.48 mi	68	Growing
17	Grace	3.97 mi	424	Growing
18	Saks First	4.06 mi	354	Plateauing
19	Lloyds Chapel	4.16 mi	134	Plateauing
20	Meadowbrook	4.16 mi	353	Declining
21	Holley Springs	4.40 mi	35	Growing
22	Hill Crest	4.48 mi	1,600	Plateauing
23	Oak Hill	4.70 mi	58	Declining
24	Eulaton First	4.82 mi	74	Plateauing
25	Gladeview	4.85 mi	185	Declining
26	Anniston First	4.93 mi	133	Growing
27	DeArmanville First	4.99 mi	92	Growing
28	Southside	5.01 mi	56	Plateauing
29	Cheaha	5.30 mi	99	Declining
30	Sunny Eve	5.39 mi	71	Declining



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

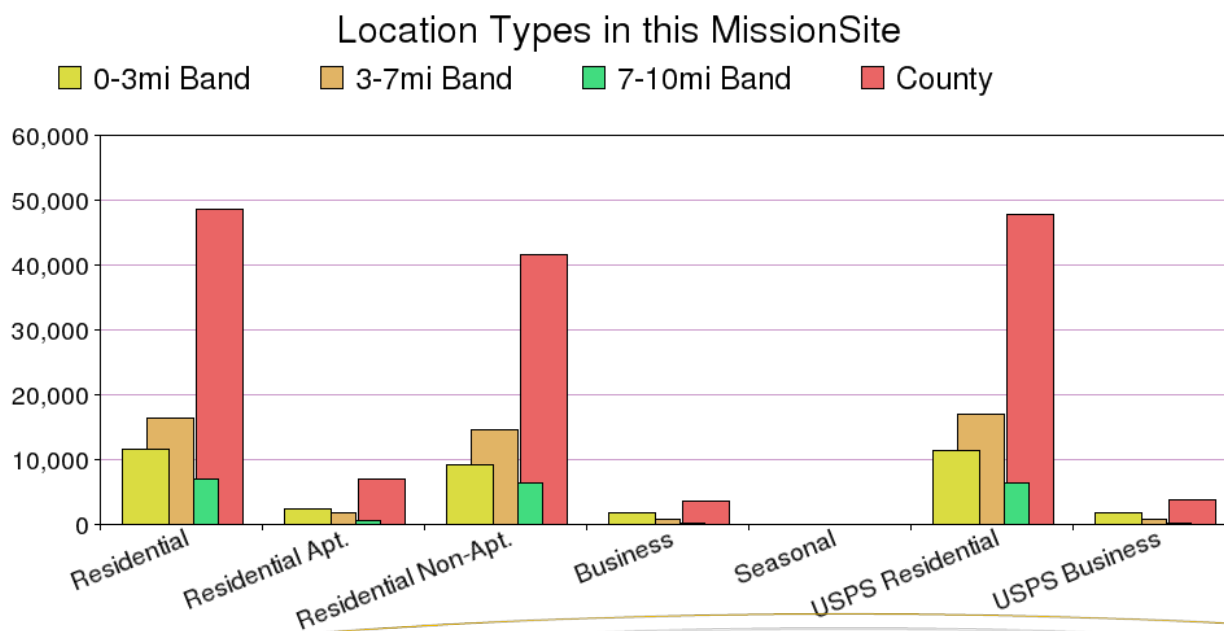
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	116,034	31,799	27.4%
2000 Population	112,249	28,596	25.48%
2010 Population	114,716	26,863	23.42%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,984	12,899	30.01%
2000 Households	45,307	12,268	27.08%
2010 Households	47,276	11,735	24.82%

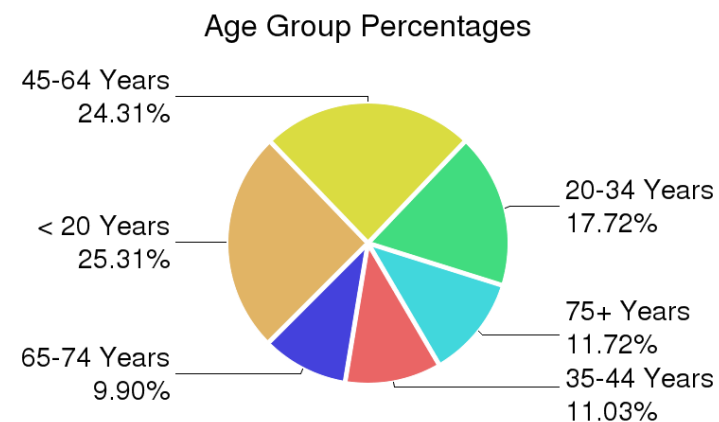


Location Type	0-3mi Band
Residential	11,566
Residential Apt.	2,311
Residential Non-Apt.	9,255
Business	1,759
Seasonal	0
USPS Residential	11,365
USPS Business	1,780

Current Demographic Summary

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

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



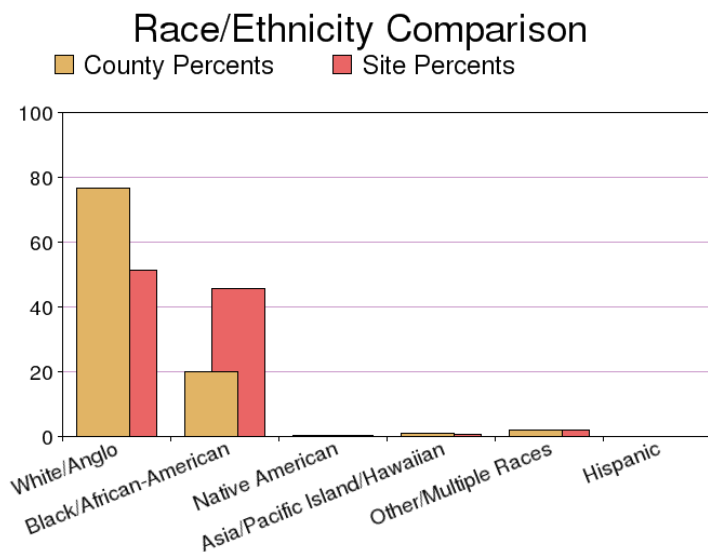
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.3%	6.41%	101.75
4-5 Years	2.7%	2.62%	97.04
6-8 Years	3.85%	3.98%	103.38
9-11 Years	3.79%	3.62%	95.51
12-13 Years	2.51%	2.24%	89.24
14-17 Years	5.08%	4.28%	84.25
18-19 Years	2.49%	2.14%	85.94
0-5 Years	9%	9.03%	100.33
6-12 Years	8.9%	8.76%	98.43
13-19 Years	8.82%	7.51%	85.15
< 20 Years	26.72%	25.3%	94.69
20-34 Years	19.72%	17.72%	89.86
35-44 Years	12.12%	11.03%	91.01
45-64 Years	25.83%	24.31%	94.12
65-74 Years	8.35%	9.9%	118.56
75+ Years	7.25%	11.72%	161.66
Median Age	38	43	112.16
Median Age (Male)	36	39	107.06
Median Age (Female)	40	45	114.58

Current Demographic Summary

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

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

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	76.75%	51.32%	66.87
Black, African-American	19.9%	45.52%	228.69
Native American	0.41%	0.31%	74.35
Asian	0.83%	0.72%	87.21
Pacific Island, Hawaiian	0.08%	0.07%	88.35
Other/Multiple Races	2.03%	2.06%	101.62
Hispanic	0%	3.23%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	76,747	18,648	
Less than 9th Grade	5.91%	8.13%	72.67
No High School Diploma	13.72%	16.75%	81.9
High School Graduate	36.18%	35.27%	102.56
Some College, no degree	20.96%	18.4%	113.88
Associate Degree	6.73%	5.32%	126.46
College Degree	9.31%	9.03%	103.17
Graduate/Prof. degree	7.2%	7.1%	101.47

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	11.17%	17.22%	196.38
\$10,000 to \$19,999	15.24%	19.58%	128.46
\$20,000 to \$29,999	13.25%	14.29%	107.87
\$30,000 to \$49,999	20.37%	18.47%	90.68
\$50,000 to \$59,999	8.97%	6.21%	69.27
\$60,000 to \$69,999	7.13%	5.08%	71.21
\$70,000 to \$79,999	6.06%	4.54%	74.95
\$80,000 to \$89,999	4.55%	3.4%	74.8
\$90,000 to \$99,999	2.86%	2.1%	73.71
\$100,000 to \$124,999	5.16%	3.94%	76.28
\$125,000 to \$149,999	2.66%	2.53%	95.11
\$150,000 to \$199,999	1.89%	1.6%	84.62
\$200,000 to \$249,999	0.3%	0.44%	146.5
\$250,000 or more	0.38%	0.56%	146.9
Median Household	38,666	32,562	84.21
Average Household	52,564	45,721	86.98
Per Capita Household	22,200	20,041	90.27
Family/Non-Family Household Income			
Median Family Income	49,950	42,812	85.71
Average Family Income	62,136	54,614	87.89
Median Non-Family Income	22,044	20,621	93.54
Average Non-Family Income	33,566	32,211	95.96

Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
			Index
% Family Households	66.5%	58.68%	88.24
Families with Children	32.43%	29.5%	90.98
Families without Children	34.07%	29.18%	85.64
Non-Family Households			
% Non-Family Households	33.5%	41.32%	123.33
Non-Families with Children	0.37	0.37	101.87
Non-Families without Children	33.14	40.95	123.57
Housing Units			
			Index
Total Housing Units	54,164	13,960	
Vacant percent	12.72%	15.94%	125.33
Owned percent	63.02%	48.4%	76.81%
Rented Percent	24.27%	35.66%	146.94
Households by Size			
			Index
Avg household size	2.37	2.20	92.83
Avg family hh size	2.98	2.95	98.99
Avg non-family hh size	1.15	1.14	99.13
Households By Count of Persons			
			Percent
One	13,820	4,419	31.98%
Two	15,953	3,650	22.88%
Three or Four	14,356	2,910	20.27%
Five+	3,147	756	24.02%



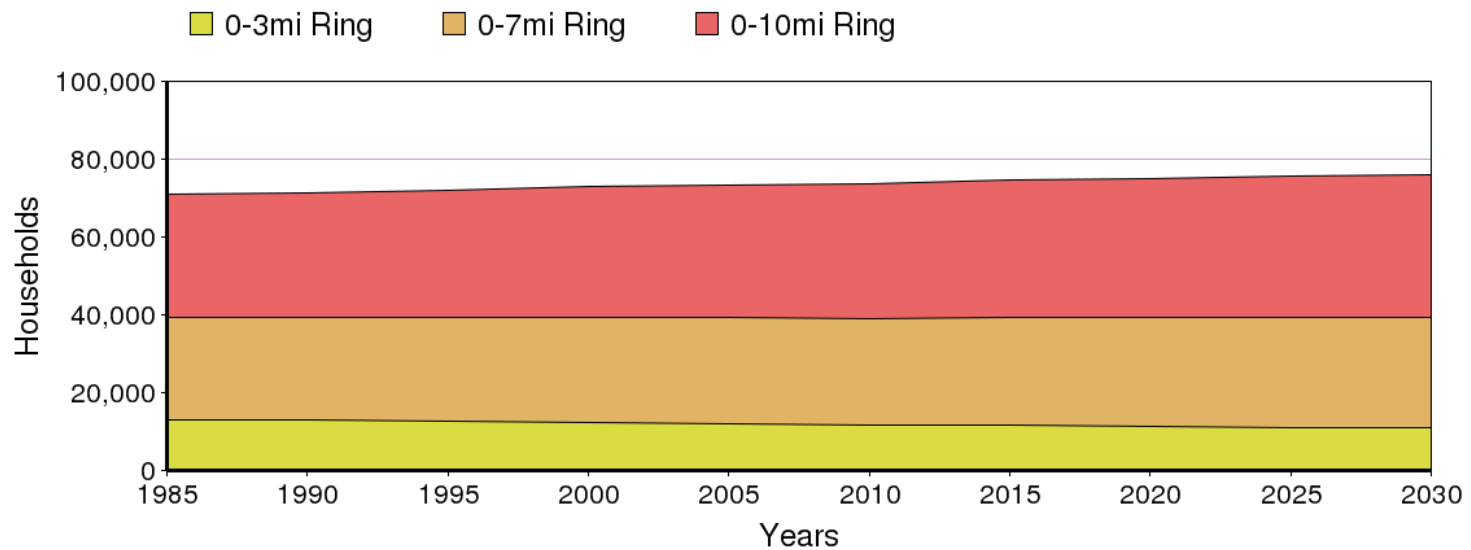
Projected Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates and the five year projections for both the county in which this site location exists and also for the 0-3 mile ring. The percentage of the county population and number of households that appears in the 0-3 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	116,034	31,799	27.4%
2000 Population	112,249	28,596	25.48%
2010 Population	114,716	26,863	23.42%
2015 Population	117,879	27,027	22.93%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,984	12,899	30.01%
2000 Households	45,307	12,268	27.08%
2010 Households	47,276	11,735	24.82%
2015 Households	48,227	11,727	24.32%

Household Change from 1985 to 2030



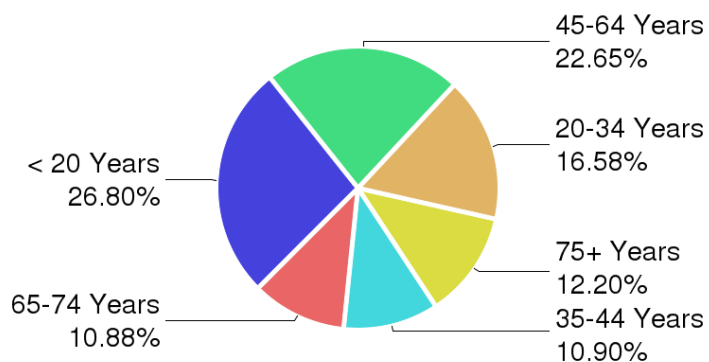
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	6.41%	7.49%	116.85
4-5 Years	2.62%	3.02%	115.27
6-8 Years	3.98%	4.45%	111.81
9-11 Years	3.62%	3.74%	103.31
12-13 Years	2.24%	2.18%	97.32
14-17 Years	4.28%	4.06%	94.86
18-19 Years	2.14%	1.85%	86.45
0-5 Years	9.03%	10.52%	116.5
6-12 Years	8.76%	9.32%	106.39
13-19 Years	7.51%	6.96%	92.68
< 20 Years	25.3%	26.8%	105.93
20-34 Years	17.72%	16.58%	93.57
35-44 Years	11.03%	10.9%	98.82
45-64 Years	24.31%	22.65%	93.17
65-74 Years	9.9%	10.88%	109.9
75+ Years	11.72%	12.2%	104.1
Median Age	38	42	110.29
Median Age (Male)	36	38	105.32
Median Age (Female)	40	44	112.56

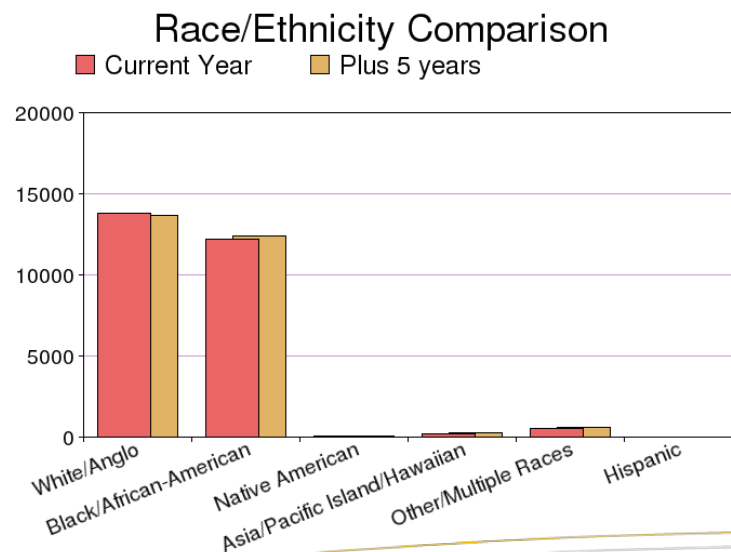
Projected Age Group Percentages



Projected Demographic Summary

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

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



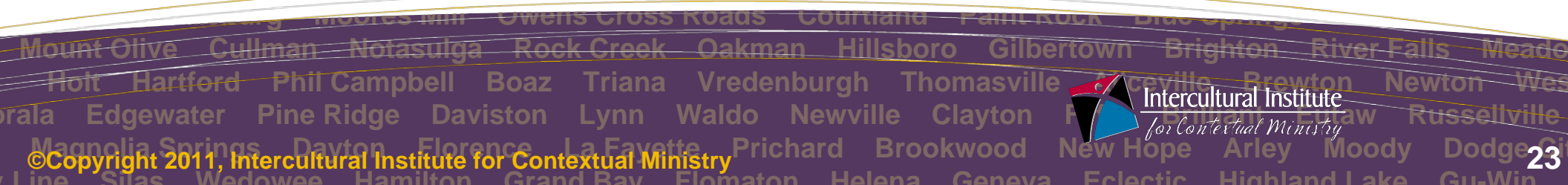
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	51.32%	50.6%	98.59
Black, African-American	45.52%	45.99%	101.04
Native American	0.31%	0.31%	100.61
Asian	0.72%	0.86%	119.37
Pacific Island, Hawaiian	0.07%	0.07%	99.39
Other/Multiple Races	2.06%	2.18%	105.68
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,648	18,428	
Less than 9th Grade	8.13%	6.92%	85.17
No High School Diploma	16.75%	14.75%	88.1
High School Graduate	35.27%	37.35%	105.89
Some College, no degree	18.4%	18.29%	99.4
Associate Degree	5.32%	5.99%	112.52
College Degree	9.03%	9.17%	101.61
Graduate/Prof. degree	7.1%	7.52%	105.93

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	17.22%	15.82%	91.85
\$10,000 to \$19,999	19.58%	19.19%	97.98
\$20,000 to \$29,999	14.29%	13.77%	96.37
\$30,000 to \$49,999	18.47%	17.75%	96.1
\$50,000 to \$59,999	6.21%	6.59%	106.11
\$60,000 to \$69,999	5.08%	5.36%	105.61
\$70,000 to \$79,999	4.54%	5.13%	103.26
\$80,000 to \$89,999	3.4%	3.79%	107.34
\$90,000 to \$99,999	2.1%	2.32%	110.2
\$100,000 to \$249,999	3.94%	4.42%	112.2
\$125,000 to \$149,999	2.53%	3.02%	119.27
\$150,000 to \$199,999	1.6%	1.79%	111.78
\$200,000 to \$249,999	0.44%	0.45%	101.99
\$250,000 or more	0.56%	0.46%	81.87
Median Household	32,562	34,710	106.6
Average Household	45,721	49,850	109.03
Per Capita Household	20,041	21,706	108.31
Family/Non-Family Household Income			
Median Family Income	42,812	45,524	106.33
Average Family Income	54,614	59,976	109.82
Median Non-Family Income	20,621	22,648	109.83
Average Non-Family Income	32,211	34,622	107.49



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	58.68%	57.48%	97.96
Families with Children	29.5	29.59	100.3
Families without Children	29.18	27.96	95.83
Non-Family Households			
% Non-Family Households	41.32%	42.52%	102.9
Non-Families with Children	0.37	0.34	102.9
Non-Families without Children	40.95	42.18	103
Housing Units			
Total Housing Units	13,960	13,968	100.06%
Vacant percent	15.94%	16.04%	100.66
Owned percent	48.4%	48.2%	99.59
Rented Percent	35.66%	35.75%	100.26
Households by Size			
Avg household size	2.20	2.21	100.45%
Avg family hh size	2.95	3.02	102.37%
Avg non-family hh size	1.14	1.11	97.37%
Households By Count of Persons			
One	4,419	4,549	102.94%
Two	3,650	3,482	95.4%
Three or Four	2,910	2,896	99.52%
Five+	756	799	105.69%

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	682	763	222
Northern Europe	6	19	33
Western Europe	99	177	50
Southern Europe	7	8	5
Eastern Europe	2	0	6
Other Europe	0	0	0
Eastern Asia	66	122	34
So. Central Asia	30	31	0
SE Asia	24	68	32
Western Asia	7	12	8
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	6	0
Northern Africa	0	10	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	6	0	0
Oceania	0	0	0
Caribbean	0	0	15
Central Amer.	372	241	18
South America	28	30	14
North America	35	39	7
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	25,113	33,882	13,971
Spanish	877	499	156
Other Indo-Euro language	181	537	168
French (incl. Patois, Cajun)	82	198	25
French Creole	0	0	0
Italian	23	13	13
Portuguese	0	0	0
German	49	262	109
Yiddish	0	0	0
Other West Germanic	1	7	0
A Scandinavian Language	0	0	0
Greek	0	2	9
Russian	0	6	7
Polish	0	4	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	5
Armenian	0	0	0
Persian	0	0	0
Gujarathi	4	37	0
Hindi	15	8	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	6	12	2
Japanese	0	56	0
Korean	52	132	34
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	5	24	0
Laotian	0	0	0
Vietnamese	7	45	14
Other Asian	0	0	0
Tagalog	0	6	22
Other Pacific Is	0	10	0
Other languages	19	69	8
Navajo	0	0	0
Other Native N. American	6	0	0
Hungarian	0	0	0
Arabic	0	34	0
Hebrew	0	0	0
African languages	13	29	8
Other unspecified	0	6	0

Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	20,643	25,811	10,483
Arab	0	20	9
Armenian	0	11	0
Austrian	10	33	0
British	49	41	44
Canadian	25	23	0
Croatian	0	12	6
Czech	20	7	4
Czechoslovak	9	4	0
Danish	13	26	0
Dutch	78	258	122
English	1,592	2,401	945
European	82	222	134
Finnish	16	27	7
French (not Basque)	199	287	82
French Canadian	18	35	15
German	708	1,612	597
Greek	35	42	8
Hungarian	1	19	6
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,357	2,576	1,063
Italian	231	418	152
Lithuanian	0	0	0
Norwegian	52	80	62
Polish	117	84	44
Portuguese	2	17	0
Romanian	0	0	0
Russian	14	9	13
Scandinavian	20	30	21
Scotch-Irish	337	475	214
Scottish	242	492	109
Slovak	0	0	0
Subsaharan African	285	139	8
Swedish	79	87	22
Swiss	22	35	0
Ukrainian	6	14	9
US/American	3,778	7,522	4,460
Welsh	38	95	36
West Indian	8	46	4
Yugoslavian	0	0	0
Other	11,199	8,610	2,286

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

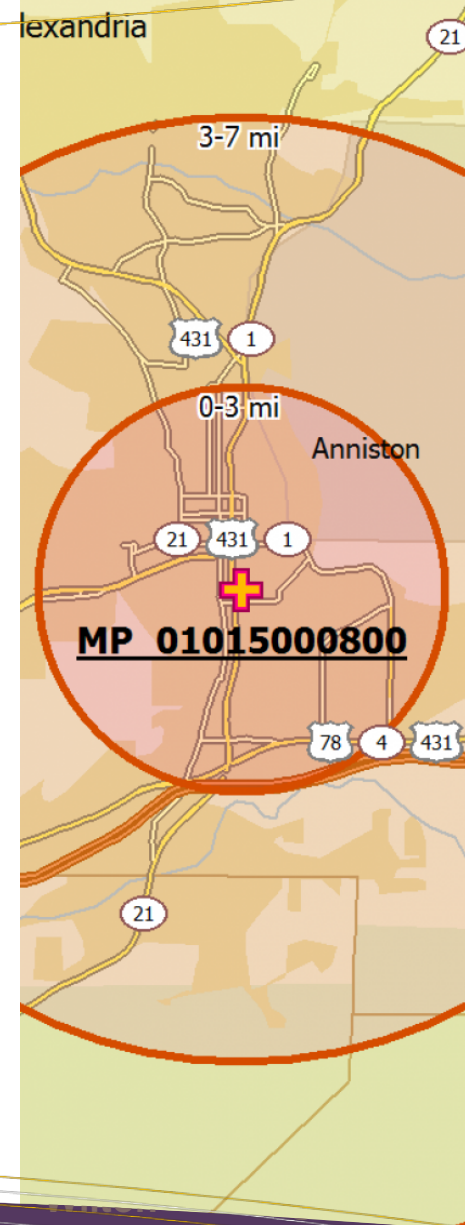
Issues for Your Consideration - continued

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.

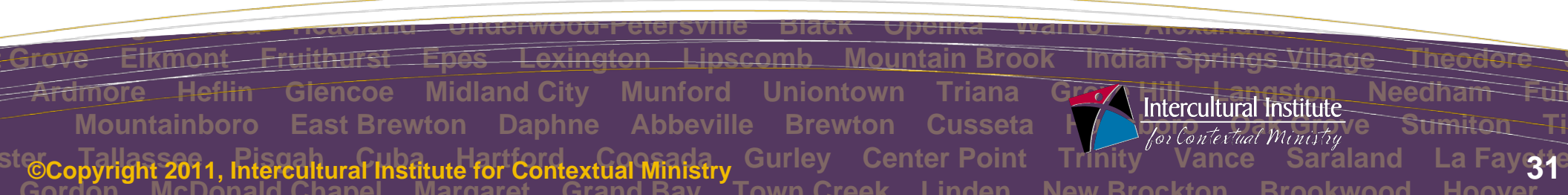
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,735	100%	8,158	100%
AFFLUENT SUBURBIA	364	3.1%	253	3.1%
America's Wealthiest	6	0.05%	5	0.06%
Dream Weavers	25	0.21%	18	0.22%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	37	0.32%	25	0.31%
Small Town Success	296	2.52%	205	2.51%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	446	3.8%	301	3.69%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	429	3.66%	288	3.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	17	0.14%	13	0.16%
SM TWN SUCCESS	62	0.53%	42	0.51%
2nd City Homebodies	25	0.21%	18	0.22%
Prime Middle America	6	0.05%	4	0.05%
Urban Optimists	0	0%	0	0%
Family Convenience	30	0.26%	19	0.23%
Mid-Market Enterprise	1	0.01%	1	0.01%



Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,735	100%	8,158	100%
BLUE COLLAR BACKBONE	282	2.4%	189	2.32%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	34	0.29%	21	0.26%
Lower Income Essentials	124	1.06%	84	1.03%
Small Town Endeavors	124	1.06%	84	1.03%
AMER. DIVERSITY	870	7.41%	617	7.56%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	109	0.93%	70	0.86%
Professional Urbanites	713	6.08%	515	6.31%
Urban Advancement	33	0.28%	22	0.27%
Amer. Great Outdoors	10	0.09%	6	0.07%
Mature America	5	0.04%	4	0.05%
METRO FRINGE	2,138	18.22%	1,479	18.13%
Steadfast Conservative	898	7.65%	615	7.54%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	14	0.12%	10	0.12%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1,226	10.45%	854	10.47%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	11,735	100%	8,158	100%
REMOTE AMERICA	85	0.72%	51	0.63%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	4	0.03%	2	0.02%
Coal & Crops	81	0.69%	49	0.6%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	1,198	10.21%	888	10.89%
Young Cosmopolitans	10	0.09%	8	0.1%
Minority Metro Communities	1,188	10.12%	880	10.79%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	287	2.45%	159	1.95%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	57	0.49%	35	0.43%
Small Town Connections	172	1.47%	100	1.23%
Hinterland Fam.	58	0.49%	24	0.29%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	11,735	100%	8,158	100%
STRUGGLING SOCIETIES	3,975	33.87%	2,701	33.11%
Rugged Southern Style	1	0.01%	1	0.01%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	3,881	33.07%	2,631	32.25%
College Town Communities	0	0%	0	0%
New Beginnings	93	0.79%	69	0.85%
URBAN ESSENCE	2,027	17.27%	1,478	18.12%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	682	5.81%	477	5.85%
Urban Diversity	437	3.72%	315	3.86%
New Generation Activists	64	0.55%	43	0.53%
Getting By	844	7.19%	643	7.88%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

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

Issues for Your Consideration

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

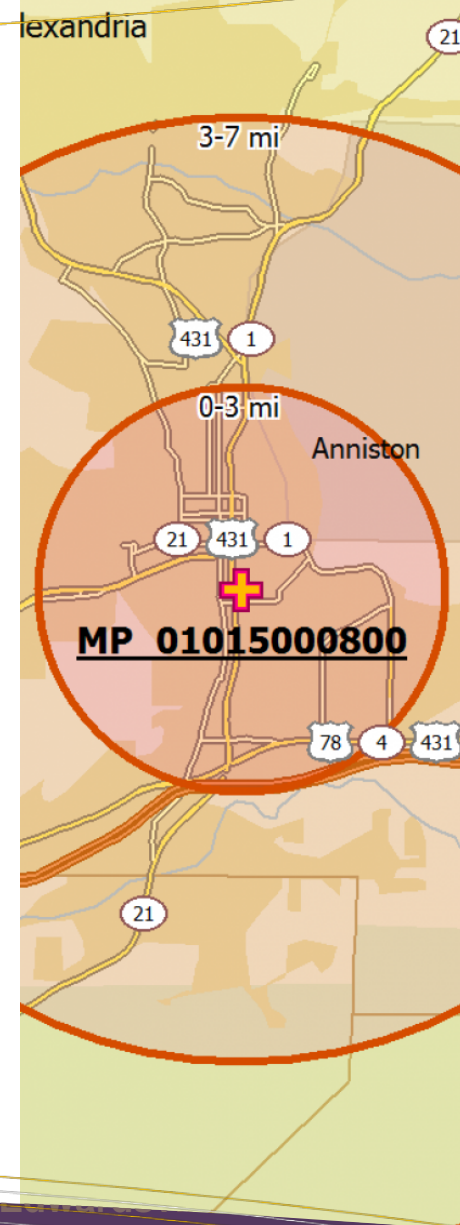
Potential Cultural Bridges

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

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

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

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



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	67%	74%	75%
Use Comp. for Internet/E-mail	44%	54%	55%
Internet Use: E-Mail	40%	46%	47%
Use Comp. for Comp. Games	34%	38%	39%
Use Comp. for Education	29%	31%	31%
Use Comp. for Word Processing	27%	34%	35%
HH Owns DVD Player	25%	27%	27%
Use Comp. for Shopping	25%	31%	32%
Use Comp. for Digital Camera Photo Editing	23%	29%	30%
Use Comp. for Banking	21%	27%	28%

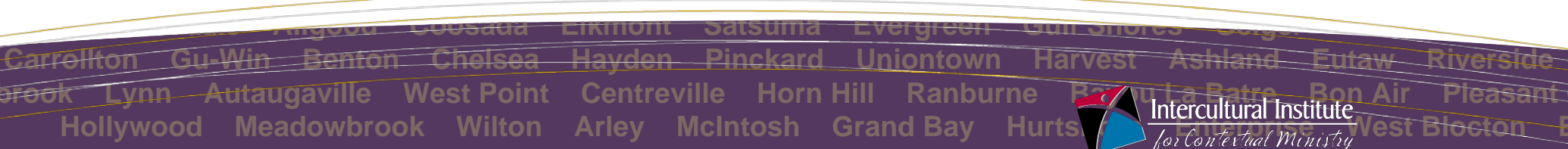
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	21%	25%	26%
Internet Use: Banking	19%	23%	24%
Use Comp. for News/Info./Data Service	16%	19%	20%
PC-Network-HH Has One	15%	18%	18%
Use Comp. for Filing/DB Mngmnt	11%	12%	12%
HH Owns Video/Webcam	10%	10%	10%
Internet Use: Research/ Education	10%	11%	11%
Internet Use: Shopping: Gathered Info. for Shopping	9%	11%	11%
Use Comp. for Personal Financial Mngmnt	9%	12%	12%
Use Comp. for Accounting	9%	12%	13%

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	65%	66%	66%
Reading Books	50%	52%	52%
Dining Out (Not Fast Food)	46%	53%	54%
Card Games	37%	40%	41%
Cooking for Fun	33%	34%	35%
Go To A Beach/Lake	28%	33%	33%
Gardening	27%	33%	33%
Board Games	26%	31%	32%
Visit Museum	16%	18%	18%
Going To	15%	17%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	68%	68%
Gen./Fam. Practitioner	35%	39%	39%
Backache	23%	23%	23%
Dentist	22%	25%	25%
Hypertension/High Blood Pressure	20%	20%	19%
Eye Dr.	20%	21%	21%
None Of These	18%	19%	20%
High Cholesterol	17%	18%	17%
Any Arthritis	16%	16%	16%
Acid Reflux Disease (GERD)	14%	14%	14%

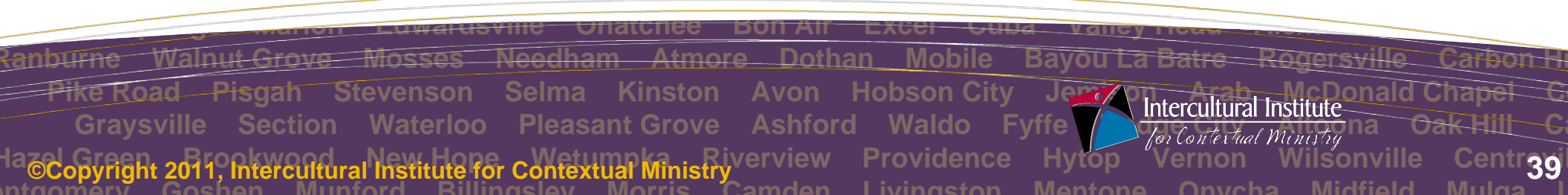


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	24.49%	25.74%	25.63%
Live Theater	17.07%	18.49%	18.37%
Live Theater Most Often	13.45%	14.99%	15.01%
Rock/Pop Concerts Most Often	12.93%	13.69%	13.6%
Dance Performance	10.13%	8.77%	8.41%
Comedy Club	8.98%	8.85%	8.77%
Movies: Comedy	40.86%	40.15%	39.89%
Movies: Action/Adventure	39.78%	38.98%	38.68%
Movies: Drama	24.69%	21.58%	20.94%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	23.27%	21.65%	21.2%
Movies: Mystery	20.4%	17.88%	17.37%
Movies: Romantic Comedy	20.39%	20.12%	19.8%
College Football Reg. Season	4.72%	5.69%	5.83%
MLB Baseball Reg. Season	4.07%	6%	6.27%
NFL Football Reg. Season	3.93%	5.35%	5.54%
College Basketball Reg. Season	3.46%	3.93%	4.01%
NBA Basketball Reg. Season	2.75%	3.12%	3.09%
College Basketball Post-Season	1.7%	1.52%	1.53%

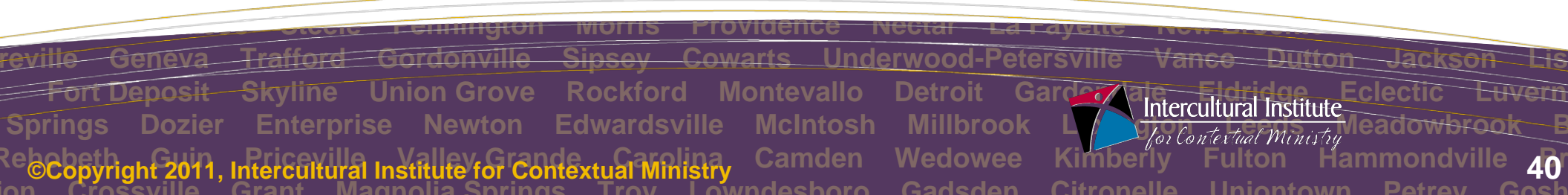


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Walking for Exercise	35.37%	38.17%	38.3%
Swimming	23.81%	29.87%	30.95%
Bowling	17.79%	20.42%	20.84%
Billiards/Pool	15.96%	17.67%	18.02%
Basketball	15.8%	15.52%	15.48%
Jogging/Running	13.98%	13.98%	13.86%
Freshwater Fishing	13.06%	17.49%	18.55%
Weight Training	12.08%	14.24%	14.4%
Football	10.44%	10.05%	10.06%
Stationary Cycling	10.21%	10.9%	10.92%
Aerobics	9.67%	9.53%	9.34%
Baseball	9.59%	10.29%	10.54%
Using Cardio Machine	9.28%	11.66%	11.85%
Camping Trips	9.18%	14.05%	14.91%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	9.04%	11.83%	12.07%
Mountain/Road Biking	8.61%	11%	11.31%
Volleyball	7.56%	8.27%	8.33%
Yoga	6.16%	6.32%	6.25%
Backpacking/Hiking	5.98%	8.39%	8.67%
Softball	5.94%	6.99%	7.18%
Hunting	5.84%	9.38%	10.15%
Power Boating	5.75%	7.31%	7.44%
Saltwater Fishing	5.66%	7.16%	7.42%
Target Shooting	5.57%	8.2%	8.77%
Tennis	5.53%	6.28%	6.35%
Ice Skating	5.26%	5.1%	4.99%
Soccer	5.24%	5.99%	6.11%
Roller Skating	4.84%	4.96%	4.94%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Canoeing/Kayaking	4.27%	5.92%	6.15%
Fly Fishing	3.98%	4.46%	4.52%
Snorkeling	3.98%	4.4%	4.39%
Motorcycling	3.89%	5.37%	5.67%
Jet Skiing	3.75%	4.11%	4.07%
Horseback Riding	3.69%	5.27%	5.65%
Auto Racing	3.66%	3.54%	3.48%
Skateboarding	3.12%	3.22%	3.18%
Rock Climbing	3.11%	3.26%	3.22%
Racquetball	3.05%	3.41%	3.45%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Water Skiing	2.99%	3.79%	3.91%
Downhill & X-Country Skiing	2.95%	3.93%	4.02%
Snowboarding	2.88%	3.06%	3.02%
Hockey	2.86%	3.15%	3.14%
Snowmobiling	2.84%	3.39%	3.47%
Archery	2.76%	4.25%	4.56%
Sailing	2.65%	2.8%	2.79%
Surfing & Windsurfing	2.18%	2.33%	2.3%
Martial Arts	2.17%	2.77%	2.81%
Rowing	1.72%	2.28%	2.32%

Potential Cultural Barriers -- Introduction (part 1)

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

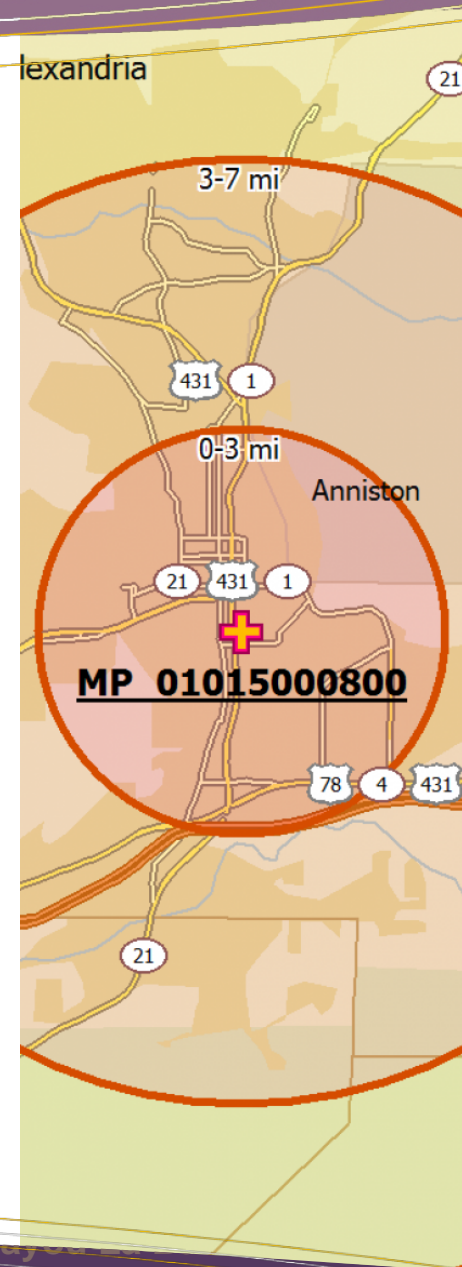
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

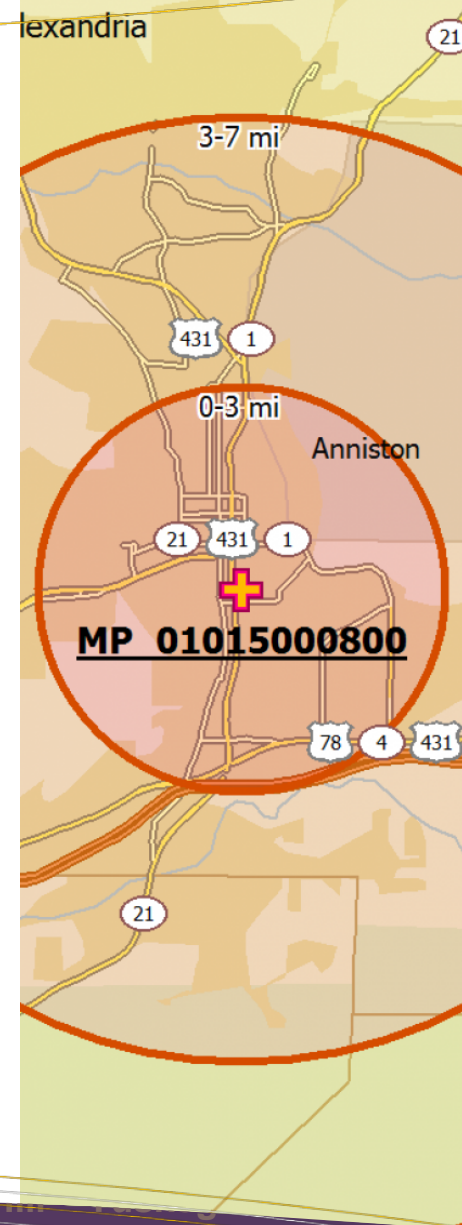
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

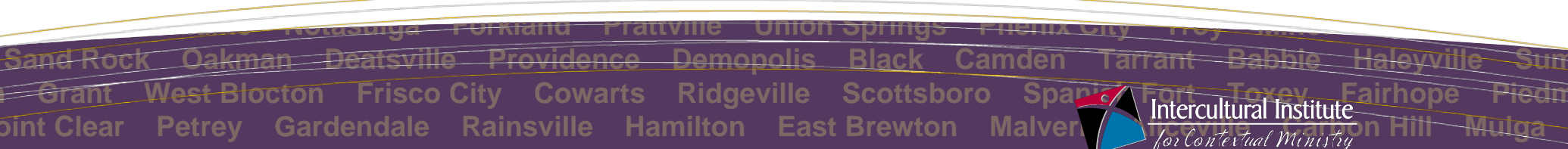


Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	54%	52%	51%
Speak My Mind Even If It Upsets People	40%	38%	37%
Like Control Over People And Resources	39%	36%	35%
Find It Difficult To Say No To My Kids	35%	38%	38%
Woman's Place Is In The Home	34%	35%	35%
Don't Judge People/Way They Live Life	33%	30%	30%
Too Much Sponsorship In Arts/Sports	30%	26%	26%
Like To Do Unconventional Things	28%	29%	30%
Prefer To Have Few Possessions As Possible	27%	30%	30%
Like to Stand Out In A Crowd	25%	23%	22%
If Won Lottery Would Never Work Again	25%	26%	26%
I Am A Workaholic	24%	20%	19%

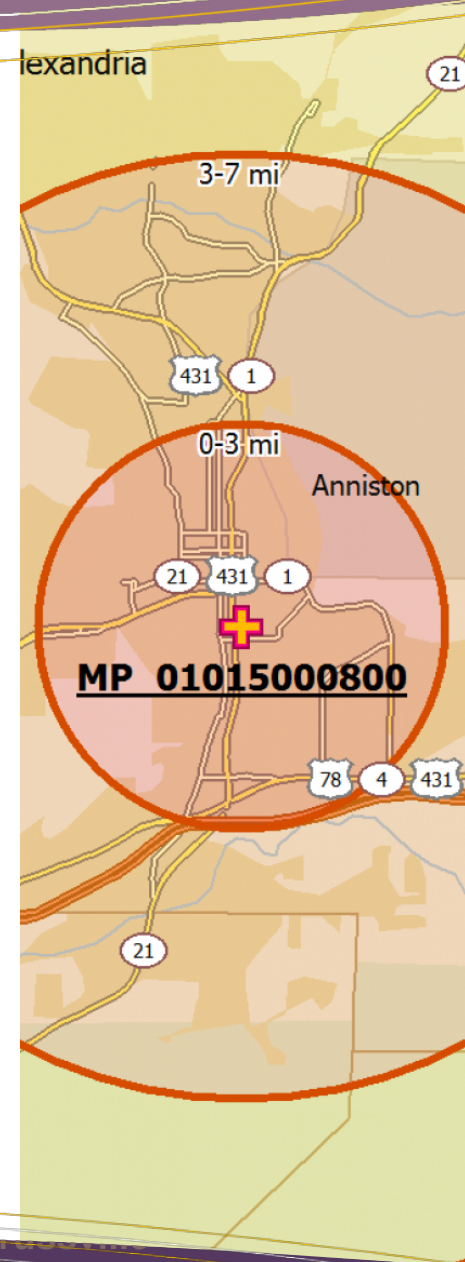
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Money Is Best Measure Of Success	23%	25%	25%
Friends More Important Than My Fam.	21%	23%	23%
Marijuana Should Be Legalized	20%	20%	19%
We Should Strive for Equality for All	18%	15%	14%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
Only Work Current Job for The Money	15%	14%	14%
Happy With My Standard Of Living	13%	12%	12%
Very Happy With My Life As It Is	11%	8%	7%
On Whole People Get What They Deserve	11%	10%	10%
Little I Can Do To Change My Life	10%	9%	9%
I Am A Perfectionist	9%	7%	7%



Potential Cultural Themes

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

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



Potential Cultural Themes:

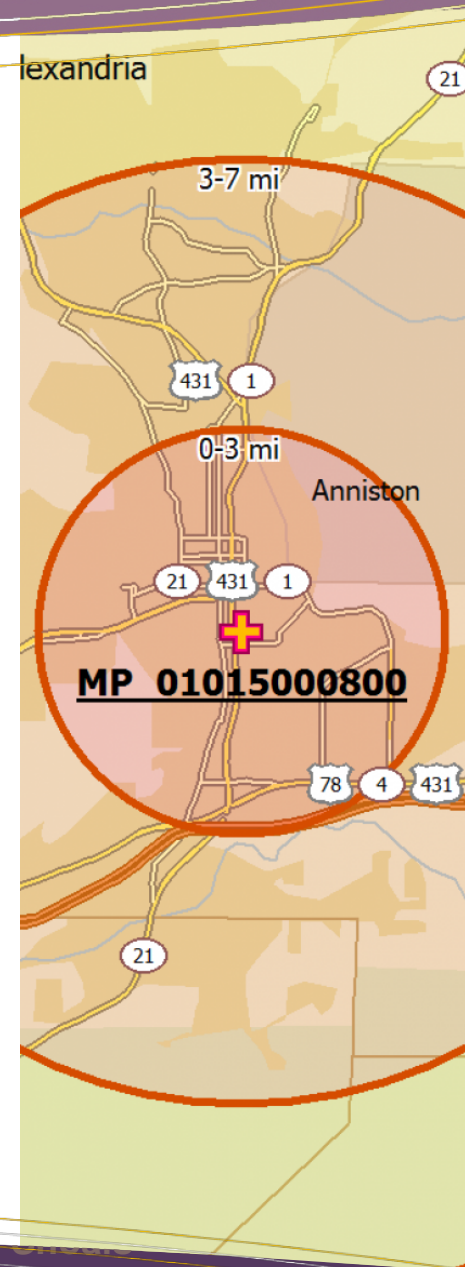
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	58%	57%	57%
Important To Respect Customs And Beliefs	54%	60%	60%
Like To Understand About Nature	40%	38%	37%
Prefer Work Part Of Team Than Alone	36%	35%	35%
Important To Juggle Various Tasks	35%	32%	32%
Important Feel Respected By My Peers	34%	34%	33%
Good At Fixing Things	32%	29%	28%
Have Keen Sense Of Adventure	27%	27%	26%
Prefer To Have Few Possessions As Possible	27%	30%	30%
Consider Myself Interested In The Arts	24%	21%	20%
People Have To Take Me As They Find Me	22%	22%	22%
Looking for New Ideas To Improve Home	21%	19%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Like To Just Enjoy Life	20%	21%	21%
Provide My Kids With The Little Extras	20%	15%	14%
Try Not To Worry About The Future	17%	15%	14%
Real Men Don't Cry	17%	16%	16%
Worried About Pollution Caused By Cars	16%	17%	17%
Is An Important Part Of Who I Am	15%	15%	16%
Enjoy Spending Time With My Fam.	13%	13%	13%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	6%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%
Decor Particular Interest To Me	4%	4%	4%

Potential Shared Places

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

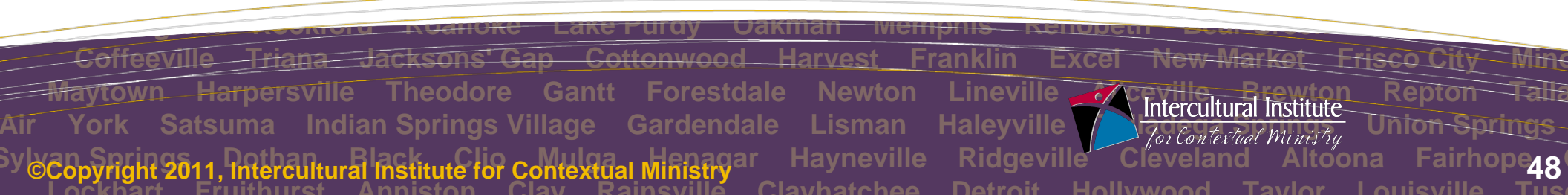


Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.11%	86.78%	86.82%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.23%	80.13%	80.85%
Houses-Visit Any			
McDonald's	55.28%	56.64%	56.97%
Burger King	38.4%	38.25%	38.32%
Kentucky Fried Chicken (KFC)	36.2%	32.64%	32.05%
Wendy's	31.75%	31.57%	31.34%
Subway	30.49%	31.58%	31.7%
Pizza Hut	26.54%	24.96%	24.65%
Taco Bell	26.33%	28.2%	28.67%
Applebee's	25.33%	28.19%	28.76%
Arby's	21.37%	23.3%	23.71%
Red Lobster	19.24%	18.04%	17.7%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	19.12%	19.25%	19.31%
Olive Garden	17.86%	19.2%	19.38%
Domino's Pizza	17.13%	15.15%	14.78%
Popeyes	16.07%	11.17%	10.26%
Sonic	15.92%	15.67%	15.85%
IHOP (International House Of Pancakes)	15.18%	14.05%	13.78%
Golden Corral	15.01%	13.58%	13.43%
Outback Steakhouse	13.88%	14.14%	14.06%
Hardee's	13.79%	13.14%	13.1%
Cracker Barrel	12.95%	15.26%	15.82%
Church's Fried Chicken	12.75%	8.54%	7.69%
Denny's	12.51%	12%	11.81%

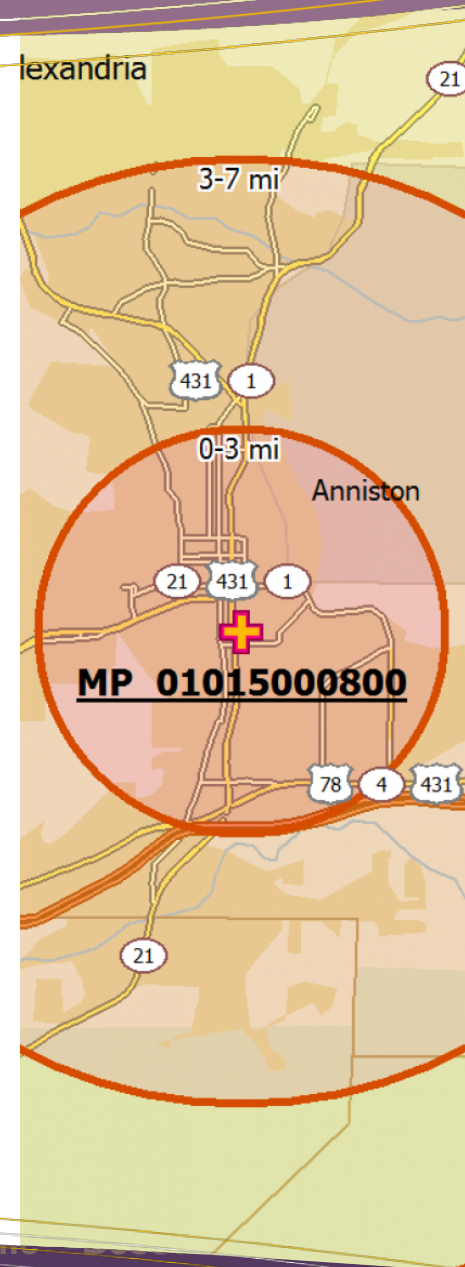


Potential Shared Projects

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

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

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



Potential Shared Projects

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

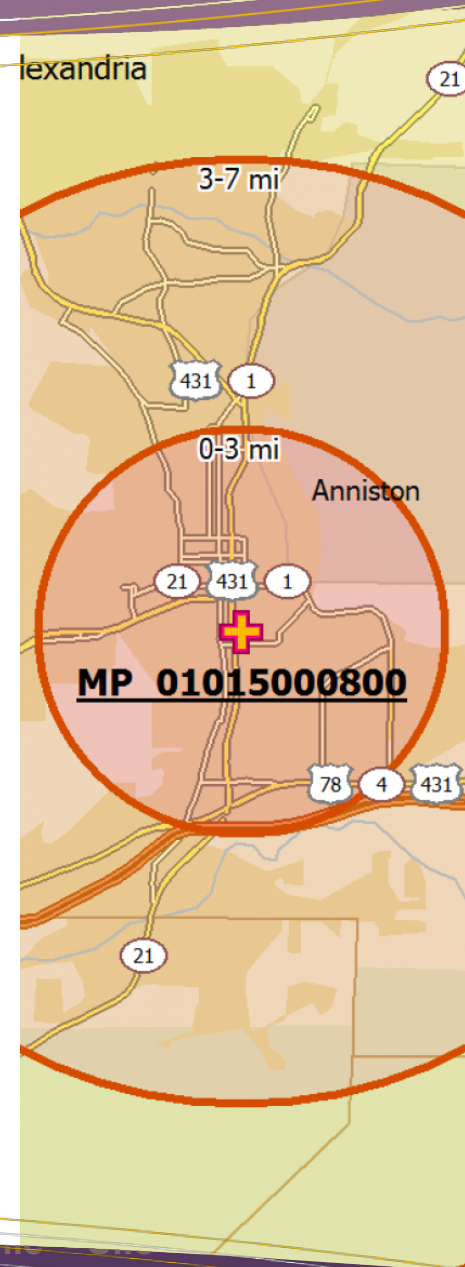
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	39.43%	44.4%	44.73%
Recycled products	24.43%	30.38%	31.02%
Worked as volunteer (non political)	12.9%	15.47%	15.7%
Engaged in fund raising	9.56%	10.77%	10.82%
Religious club member	7.35%	7.76%	7.75%
Church Board	5.49%	5.47%	5.4%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5%	5.42%	5.44%
Took active part in local civic issue	4.54%	4.91%	4.88%
Wrote to elected offcl about publ bus	4.13%	5.33%	5.44%
Charitable Organization	4.11%	4.97%	5.06%
Union member	3.82%	4.82%	4.93%
Addressed a public meeting	3.73%	4.38%	4.47%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	12.96%	14.98%	15.16%
Children's Books	12.37%	13%	12.97%
Mystery	9.4%	10.66%	10.84%
Religious (not Bibles)	8.92%	9.19%	9.2%
Cookbooks	8.57%	9.65%	9.8%
Romance	6.64%	6.85%	6.9%
Personal/Business	5.44%	6.18%	6.19%
Self-help			
History	5.41%	6.2%	6.31%
Biography	5.31%	5.93%	5.91%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	63.42%	65.72%	65.6%
Gen. Editorial	51.66%	48.78%	47.96%
Womens	44.41%	42.82%	42.3%
Service	31.27%	34.05%	34.38%
Mens	19.18%	18.62%	18.38%
Music	18.36%	14.31%	13.55%
Business/Finance	18.3%	17.79%	17.26%
Parenthood	15.44%	14.44%	14.15%
Sports	14.22%	14.43%	14.25%

Potential Print & Audio Media Content:

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

NEWSPAPERS	0-3 MILES	3-7 MILES	7-10 MILES
Gen. News	48.3%	52.73%	53.31%
Classified	32.78%	33.79%	34.25%
Sport	28.77%	30.85%	31.13%
Editorial Page	24.76%	28.71%	29.28%
Comics	24.27%	26.32%	26.69%
Business/Finance	23.06%	26.13%	26.28%
Food/Cooking	22.14%	23.97%	24.13%
Movie Listings & Reviews	22.04%	23.76%	23.84%
TV/Radio Listings	21.88%	23.28%	23.42%
Home/Gardening	16.93%	19.85%	20.18%
Travel	15.17%	17.39%	17.53%
Fashion	14.39%	14.4%	14.17%
Science/Technology	13.29%	15.79%	15.92%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	34.12%	22.62%	20.37%
CHR Contemp Hit Radio	16.13%	16.73%	16.8%
Country	13.79%	19.94%	21.55%
Adult Contemporary	13.01%	15.47%	15.87%
Oldies	9.57%	10.51%	10.54%
Jazz	8.56%	6.64%	6.08%
Variety	8.51%	7.87%	7.65%
Gospel	7.32%	5.26%	4.86%
Rock	6.94%	10.04%	10.57%
News/Talk	6.86%	9.62%	9.78%
Classic Rock	5.97%	8.26%	8.63%
Alternative	5.95%	7.69%	7.82%
Religious	4.87%	5.92%	6.07%
All News	4.69%	5.06%	4.9%
Soft Contemporary	4.64%	5.6%	5.67%
All Talk	2.97%	3.45%	3.44%
Sports	2.59%	3.22%	3.22%
Hispanic	2.43%	2.44%	2.45%

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	58.34%	61.88%	62.39%
Other Video-On-Demand	52.06%	47.61%	46.34%
Soapnet	50.08%	50.49%	50.5%
Satellite Dish	49.73%	53.85%	54.09%
Sci-Fi Channel	33.31%	35.69%	35.99%
MSNBC	32.49%	33.41%	33.54%
Subscribe Digital Cable	31.14%	30.45%	29.95%
Adult Pay Per View TV	31.03%	33.79%	33.79%
TV Info From Sunday TV Magazine	26.49%	28.04%	28.36%
Comedy Central	25.55%	27.17%	27.12%
Nickelodeon	24.64%	27.67%	28.33%
TV Info From Newspapers	24.51%	25.72%	25.92%

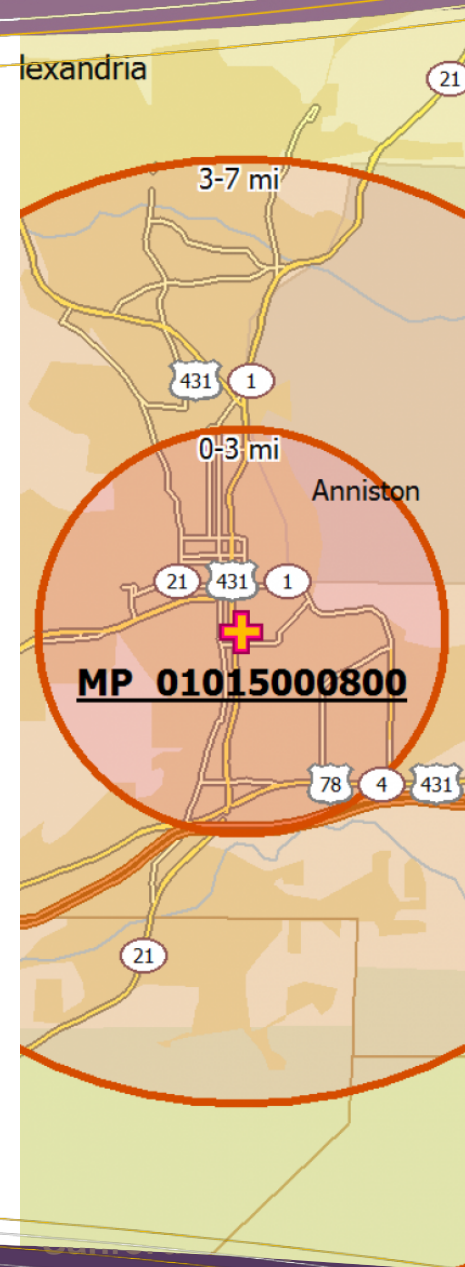
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	24.19%	24.71%	24.71%
TV Info From Monthly Cable Guide	23.94%	24.14%	24.13%
BET (Black Entertainment TV)	23.55%	23.55%	23.37%
Nick At Nite	23.51%	24.87%	25.04%
Hallmark Channel	21.97%	23.79%	23.88%
USA Network	21.19%	23.09%	23.27%
TV Info From Other	21.02%	20.56%	20.41%
Lifetime	20.98%	21.41%	21.25%
ABC Fam.	20.8%	21.39%	21.3%
ESPN2	20.37%	20.65%	20.51%
The Golf Channel	19.9%	21.6%	21.61%
Adult Swim	18.98%	23.41%	24.04%

Communication Media Usage

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

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

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

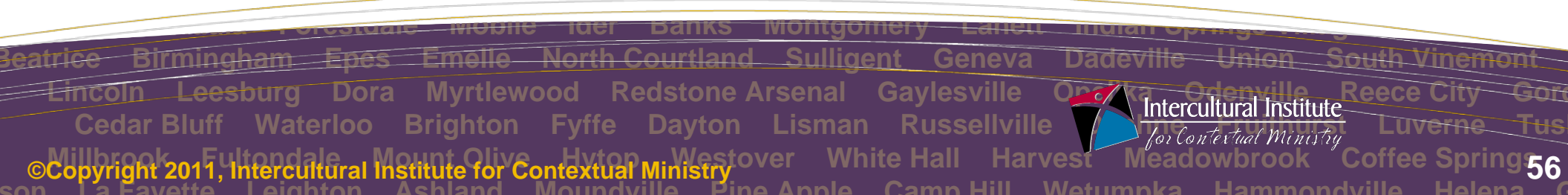


Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	15.66%	17.82%	18.07%
Medium Users (4-6)	8.44%	9.62%	9.73%
Light Users (1-3)	17.52%	19.2%	19.42%
Quintiles (20%)			
Newspaper I (Heavy)	1.21%	1.24%	1.3%
Newspaper II	1.4%	1.38%	1.41%
Newspaper III	1.84%	2.04%	2.08%
Newspaper IV	0.56%	0.62%	0.65%
Newspaper V (Light)	1.45%	1.31%	1.31%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.94%	19.89%	19.92%
Magazines II	9.36%	9.08%	9.1%
Magazines III	10.06%	9.83%	9.94%
Magazines IV	13.54%	12.23%	12.1%
Magazines V (Light)	0.7%	0.61%	0.57%
Outdoor I (Heavy)	8.73%	7.34%	7.02%
Outdoor II	5.09%	3.78%	3.49%
Outdoor III	5.35%	4.19%	3.99%
Outdoor IV	17.59%	17.39%	17.27%
Outdoor V (Light)	25.53%	25.72%	25.55%
Yellow Pages I (Heavy)	15.98%	15.57%	15.53%
Yellow Pages II	7.73%	6.62%	6.38%
Yellow Pages III	10.6%	7.69%	7.1%
Yellow Pages IV	25.54%	24.19%	23.97%
Yellow Pages V (Light)	5.58%	4.32%	4.04%

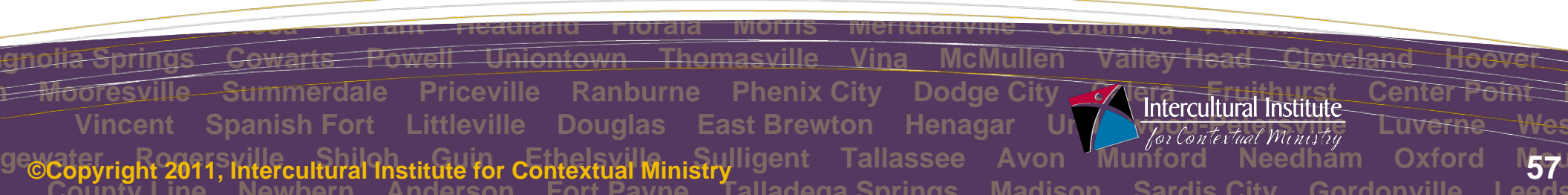


Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.46%	2.8%	2.89%
Drive Time III (Medium)	0.81%	0.78%	0.82%
Radio IV & V (Light)	2.64%	2.47%	2.43%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.94%	10.27%	10.04%
Radio III (Medium)	3.77%	4.38%	4.55%
Radio IV & V (Light)	3.62%	3.36%	3.39%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.54%	12.1%	12.14%
Cable III (Medium)	6.57%	5.51%	5.27%
Cable IV & V (Light)	41.51%	36.87%	35.83%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.76%	3.75%	3.78%
Prime Time III (Medium)	1.7%	1.87%	1.91%
Prime Time IV & V (Light)	11.31%	9.52%	9.42%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.96%	39.2%	39.33%
Fringe III (Medium)	56.82%	55.77%	55.51%
Fringe IV (Light)	55.83%	56.44%	56.61%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.14%	15%	14.44%
All Day III (Medium)	25.5%	25.13%	24.93%
All Day IV (Light)	19.6%	15.7%	14.9%



Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.03%	11.03%	11.15%
6:00am - 10:00am	15.27%	14.49%	14.19%
10:00am - 3:00pm	13.56%	9.29%	8.43%
3:00pm - 7:00pm	17.88%	15.46%	15.06%
7:00pm - Midnight	12.56%	12.36%	12.12%
Midnight - 6:00am	9.22%	6.81%	6.29%
Weekend Radio			
Listeners			
Dayparts [summary]	14.74%	14.6%	14.66%
6:00am - 10:00am	3.07%	3.33%	3.37%
10:00am-3:00pm	4.85%	4.7%	4.59%
3:00pm - 7:00pm	8.92%	7.73%	7.44%
7:00pm - Midnight	10.28%	9.6%	9.44%
Midnight - 6:00am	15.2%	12.28%	11.74%

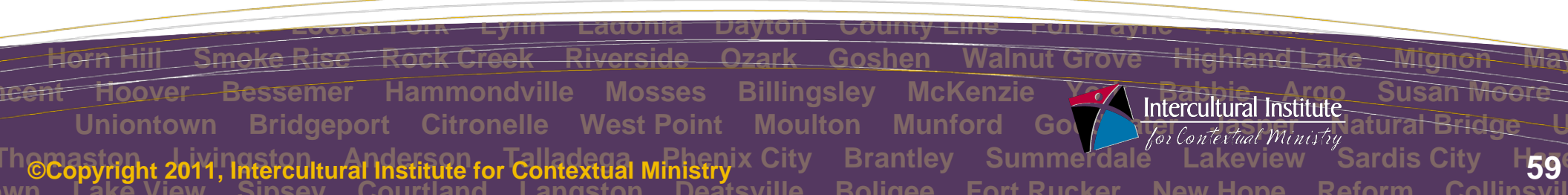
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.78%	7.09%	7.27%
Saturday: 8:00-11:00pm	7.4%	7.61%	7.8%
Sunday: 7:00-11:00pm	9.18%	9.6%	9.6%
9:00am-1:00pm	23.51%	24.87%	25.04%
9:00am-4:00pm	26.73%	28.38%	28.6%
4:00pm-7:00pm	28.45%	28.6%	28.35%
11:00pm-1:00am	42.51%	42.04%	41.96%
AVG Prime time	5.85%	4.23%	3.88%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	17.55%	16.57%	16.27%
7-9am	20.37%	20.65%	20.51%
9am-12noon	16.9%	19.74%	20.21%
12noon-4pm	9.83%	8.63%	8.39%
4-6pm	43.45%	45.61%	45.4%
6-7pm	16.09%	17.99%	18.4%
7-7:30pm	1.2%	1.29%	1.28%
7:30-8pm	11.29%	11.13%	11.11%
8-11pm	5.78%	7.09%	7.27%
11pm-12am	32.49%	33.41%	33.54%
11pm-1am	42.51%	42.04%	41.96%
1-6am	30.75%	29.87%	29.37%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.66%	17.41%	17.41%
Sat: 10am-1pm	8.31%	7.96%	8.01%
Sat: 1-4pm	24.19%	24.94%	24.92%
Sat: 4-6pm	7.57%	7.21%	7.11%
Sat: 6-7pm	1.35%	1.73%	1.76%
Sat: 7-8pm	0.88%	0.88%	0.85%
Sat: 8-11pm	7.4%	7.61%	7.8%
Sat: 11pm-1am	5.69%	5.16%	5.03%
Sat: 1am-7pm	21.19%	23.09%	23.27%
Sun: 7-10am	1.9%	2.15%	2.15%
Sun: 10am-1pm	4.87%	6.2%	6.4%
Sun: 1-4pm	4.27%	5.32%	5.58%
Sun: 4-7pm	11.2%	12.66%	12.95%
Sun: 7-11pm	9.18%	9.6%	9.6%
Sun: 11pm-1am	5.14%	4.98%	4.93%
Sun: 1-7am	18.57%	20.39%	20.7%



Using the Cultural Bridges, Barriers and Themes

The Cultural Bridges provide lists of activities and interests that are common among some groups of people in this mission site. Missional team members and church planters may use this data as the basis for creating intentional redemptive relationships. The Cultural Barriers list gives attitudes that may become a barrier to the spread of the gospel. The Cultural Themes are attitudes that may be the basis for developing a gospel presentation.

Issues for Your Consideration

1. Please read pages 62 and 63 on Biblical Missional Multiplication and Establishing Redemptive Relationships before considering the following issues.
2. Look through the cultural bridges listed on pages 37-41. Has anyone on the missional team been personally involved or interested in any of these bridge areas in the past? How can the team get involved in these activities with people who live and/or work in the mission site area?
3. Review the cultural barriers listed on page 44. Discuss how each of the attitudes reflected in this mission site may become a barrier to the spread of the gospel. Also discuss what steps the missional team may take to overcome these barriers.
4. Review the cultural themes listed on page 46. Choose two or three of the major themes that are prevalent at this mission site and begin developing presentations that wrap the gospel around these themes. Discuss how to "steer" the conversation to these themes and bridge into the gospel presentation.



Using the Shared Places, Projects, Media Content and Usage

The Shared Places provides a list of restaurants and restaurant types that are frequented by some groups of people in the mission site. If a particular restaurant chain is not in your area, look for similar types of restaurants. The Shared Projects section lists various activities in which some people in the mission site are engaged. The Media Content and Usage sections give a window into the types of media content that is preferred and the times media is commonly used

Issues for Your Consideration

1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in which people in the mission site may be involved in these activities. Has anyone on the missional team been personally involved in these activities with people who live and/or work in the mission site area.
3. Review the print, radio, and television media content listed on pages 52-54. What do people in this mission site read, listen to or watch? Describe the "typical" types of people in the mission site based on this information. How does this information shape the ways in which the missional team should present the gospel and the church? What mediums could be used to communicate with people at this mission site more effectively?
4. Review the print, radio and television media usage on pages 56-59. Describe the frequency and times of media usage by people at this mission site. How does this inform what media the missional team should use and when the media should be employed?

Biblical Missional Multiplication

Biblical missional multiplication builds upon discipling and spiritual reproduction. Jesus and his disciples multiplied their efforts by investing in relationships with others. The diagram to the right illustrates how social networking in the New Testament era was behind the success of this multiplication.

The MissionSite report provides insights into ways that we too can build redemptive relationships and foster missional multiplication at this site location.

Missional Multiplication Principle *2nd Timothy 2:2*

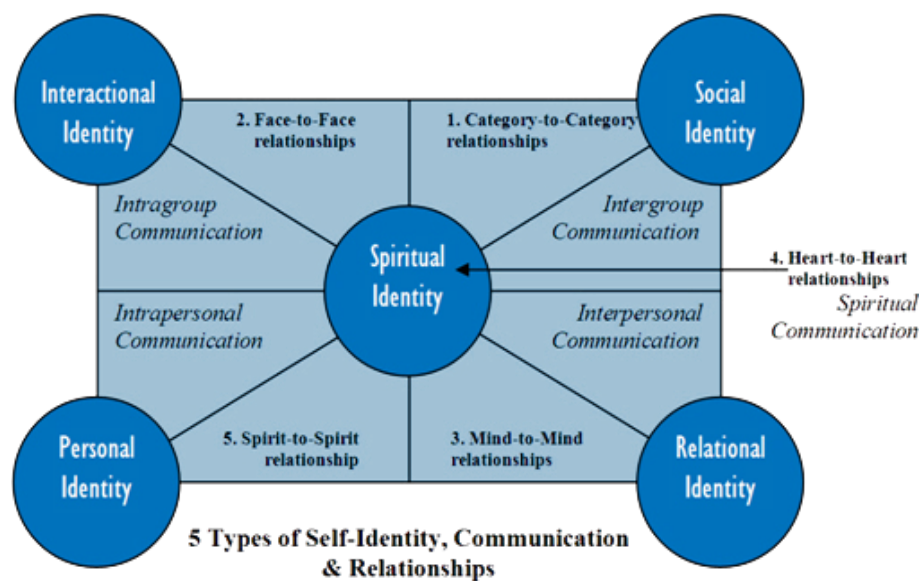


Establishing Redemptive Relationships

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

Communication Steps

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

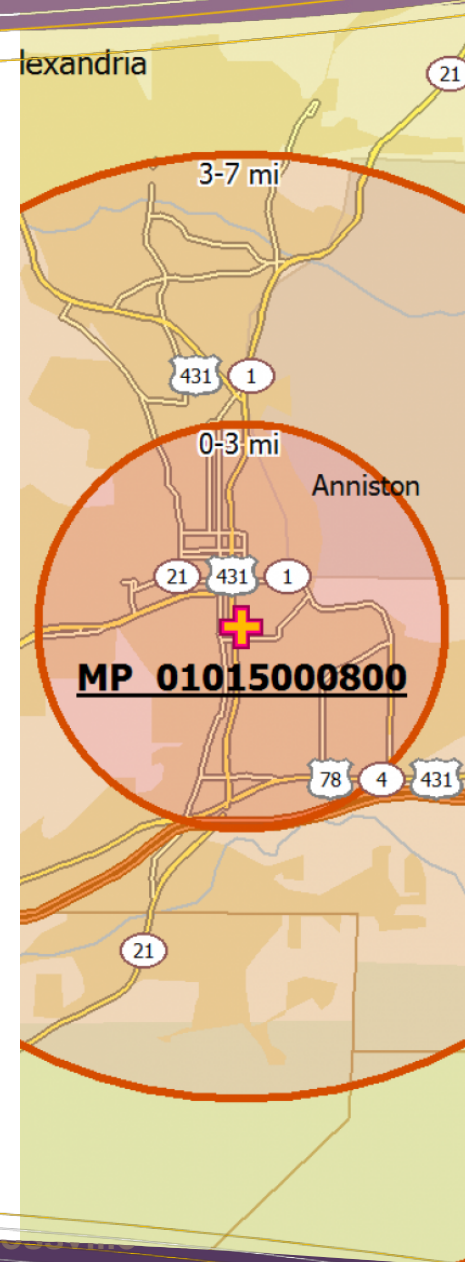


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Parker Memorial	PO Box 2104 Anniston, AL 36202	0.60 mi	590	Plateauing
2	Ruhama	230 S Wilmer Ave Anniston, AL 36201	0.61 mi	31	Declining
3	Woodland Park	PO Box 3309 OXFORD, AL 36203	1.10 mi	27	Growing
4	Noble Street	1923 Noble St Anniston, AL 36201	1.60 mi	41	Plateauing
5	West Anniston	901 Carter St Anniston, AL 36201	1.70 mi	53	Plateauing
6	Emmanuel	2112 W C St Anniston, AL 36201	1.76 mi	16	Growing
7	Greenbrier Road	1235 Greenbrier Rd Anniston, AL 36207	1.95 mi	285	Plateauing
8	Oxford First	95 E Oak St Oxford, AL 36203	2.45 mi	578	Declining
9	Wayside	3609 Old Birmingham Hwy Anniston, AL 36201	2.46 mi	50	Declining
10	Blue Mountain	PO Box 4066 Anniston, AL 36204	2.56 mi	61	Growing
11	Lakeview	PO Box 3281 Oxford, AL 36203	2.72 mi	311	Growing
12	Oakridge	3224 Oakridge Ave Anniston, AL 36201	2.84 mi	128	Declining
13	Fairview Heights Northside	3827 George St Anniston, AL 36201	3.00 mi	124	Plateauing
14	Golden Springs	3 Robertson Rd Anniston, AL 36207	3.04 mi	488	Growing
15	West Park Heights	500 Westpark Dr Anniston, AL 36201	3.46 mi	174	Growing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Blue Springs	PO Box 3187 Oxford, AL 36203	3.48 mi	68	Growing
17	Grace	2018 Hinton Dr Oxford, AL 36203	3.97 mi	424	Growing
18	Saks First	4723 Saks Rd Anniston, AL 36206	4.06 mi	354	Plateauing
19	Lloyds Chapel	3066 Parkwood Dr Anniston, AL 36201	4.16 mi	134	Plateauing
20	Meadowbrook	1125 Meadowbrook Ct Oxford, AL 36203	4.16 mi	353	Declining
21	Holley Springs	2010 Choccolocco Rd Anniston, AL 36207	4.40 mi	35	Growing
22	Hill Crest	5117 Post Oak Rd Anniston, AL 36206	4.48 mi	1,600	Plateauing
23	Oak Hill	PO Box 7192 Oxford, AL 36203	4.70 mi	58	Declining
24	Eulaton First	1835 Gate 8 Rd Anniston, AL 36201	4.82 mi	74	Plateauing
25	Gladeview	300 W Medders Dr Anniston, AL 36206	4.85 mi	185	Declining
26	Anniston First	851 Morton Rd Anniston, AL 36205	4.93 mi	133	Growing
27	DeArmanville First	4229 US Highway 78 E Anniston, AL 36207	4.99 mi	92	Growing
28	Southside	215 Cheatwood Rd Oxford, AL 36203	5.01 mi	56	Plateauing
29	Cheaha	600 County Line Rd Oxford, AL 36203	5.30 mi	99	Declining
30	Sunny Eve	780 Buckelew Bridge Rd Anniston, AL 36207	5.39 mi	71	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	New Haven	100 New Haven Rd Anniston, AL 36201	5.47 mi	164	Plateauing
32	Nueva Santuario	100 New Haven Rd Anniston, AL 36201	5.48 mi	43	Growing
33	Leatherwood	2709 Old Gadsden Hwy Anniston, AL 36206	5.67 mi	355	Growing
34	Bethlehem	142 Bethlehem Church Rd Oxford, AL 36203	6.06 mi	104	Declining
35	Pelham	50 Cave Rd Anniston, AL 36206	6.12 mi	28	Growing
36	Antioch Oxford	PO Box 3290 Oxford, AL 36203	6.34 mi	322	Declining
37	Harmony	PO Box 210 Choccolocco, AL 36254	6.41 mi	109	Declining
38	Calvary	PO Box 7696 Oxford, AL 36203	6.48 mi	111	Plateauing
39	Faith Fellowship	5068 US Highway 78 W Oxford, AL 36203	6.84 mi	73	Declining
40	Weaver First	P O Box 310 Weaver, AL 36277	6.85 mi	245	Plateauing
41	West Weaver	PO Box 1046 Weaver, AL 36277	6.92 mi	77	Declining
42	Westwood	41 State Farm Rd Alexandria, AL 36250	6.99 mi	374	Declining
43	Coldwater	4400 Airport Rd Oxford, AL 36203	7.16 mi	130	Declining
44	Mt. Zion	PO Box 357 Alexandria, AL 36250	8.20 mi	426	Growing
45	Bynum	PO Box 326 Bynum, AL 36253	8.31 mi	54	Declining





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

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