

# MissionSite

top unreached locations



WEAVER, AL

CENSUS TRACT: 01015001800

REGION: North Central Region

ASSOCIATION: Calhoun

DISTRICT: 03: East Central District

COUNTY: Calhoun

SITESCAPE: Townscape

DENSITY PATTERN: M



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



Alabama Baptist Convention  
State Board of Missions

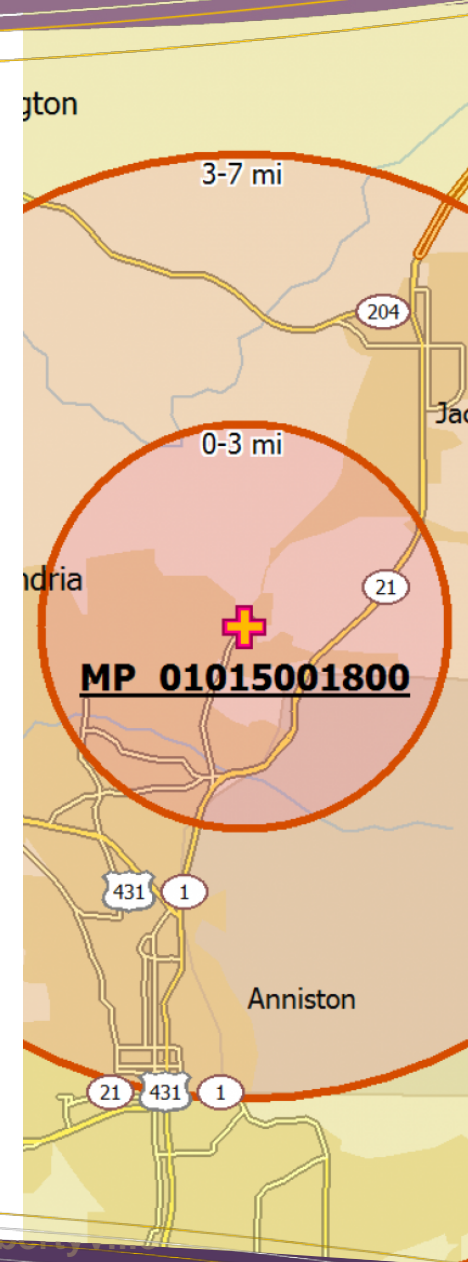
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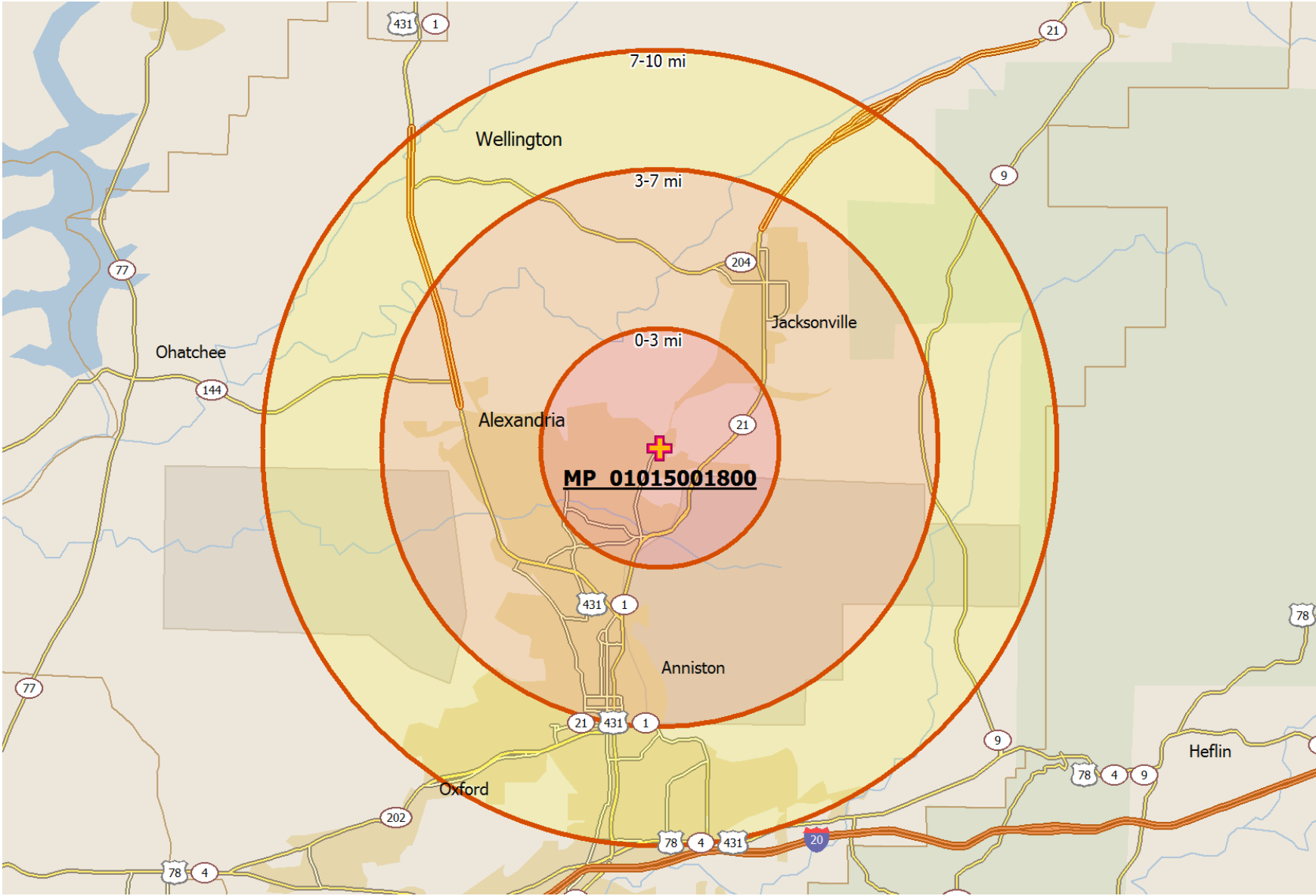
## Site Location Summary

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](http://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	36277	Calhoun
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	M	10000-50000-50000



# 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	23	Suburb: Small: Territory outside a principal city and inside an urbanized area 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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,785	39,311	31,100
2010 Households	4,466	16,211	12,952
2010 Group Quarters Population	27	1,821	664

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	21	31	29
Language Diversity National Index	19	16	11
Foreign Born Diversity National Index	43	57	37
Ancestry Diversity National Index	40	24	32
Racial Diversity National Index	39	52	47

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	224	5.02%
Mainstay Communities	Established, Diverse Households	658	14.73%
Working Communities	Blue-collar, Working Families	2,031	45.48%
Country Communities	Rural, Agri. & Mining Families	793	17.76%
Aspiring Communities	Young Singles / Aspiring-Multihousing	356	7.97%
Urban Communities	High Density, Inner-city Neighborhoods	404	9.05%



# 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 0-3 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	2,974	9.53%
Unreached %	66%	66.59%	100.89
Religious But NOT Evangelical HH	8,027	713	8.88%
Religious But NOT Evangelical %	16.98%	15.95%	93.96
Spiritual But NOT Relig or Evang HH	4,545	507	11.16%
Spiritual But NOT Relig or Evang %	9.61%	11.36%	118.15
Not Evangelical, Not Interested HH	18,903	1,758	9.3%
Not Evangelical, Not Interested %	39.98%	39.36%	98.44



# 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	93	6	6.45%
Active ALSBOM Attenders	14,040	601	4.28%
Active Evangelical Households	11,591	1,076	9.28%
Active Evangelical Percent	24.52%	24.09%	98.26
Inactive Evangelical Households	4,485	416	9.28%
Inactive Evangelical Percent	9.49%	9.32%	98.26
# 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.	WRSH AVG	IICM CGR
1	Weaver First	0.92 mi	245	Plateauing
2	Pelham	1.38 mi	28	Growing
3	Bonny Brook	2.02 mi	94	Declining
4	West Weaver	2.05 mi	77	Declining
5	Anniston First	2.51 mi	133	Growing
6	Fellowship	2.57 mi	24	Declining
7	Gladeview	3.19 mi	185	Declining
8	Westwood	3.30 mi	374	Declining
9	Whites Gap	3.74 mi	33	Growing
10	Saks First	4.08 mi	354	Plateauing
11	Profile	4.17 mi	0	NoData
12	Hill Crest	4.19 mi	1,600	Plateauing
13	Cedar Springs	4.49 mi	46	Plateauing
14	Fairview Heights Northside	4.51 mi	124	Plateauing
15	Post Oak Springs	4.60 mi	104	Declining

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	West Side	4.61 mi	109	Plateauing
17	Hatcher Avenue	4.66 mi	104	Plateauing
18	Alexandria	5.01 mi	60	Declining
19	Leatherwood	5.10 mi	355	Growing
20	West Point	5.14 mi	72	Plateauing
21	Jacksonville First	5.18 mi	581	Plateauing
22	Blue Mountain	5.23 mi	61	Growing
23	Mt. Zion	5.43 mi	426	Growing
24	Friendship	5.74 mi	52	Plateauing
25	Oakridge	5.82 mi	128	Declining
26	Noble Street	5.90 mi	41	Plateauing
27	United Fellowship	6.11 mi	138	Plateauing
28	Pleasant Ridge	6.41 mi	78	Growing
29	Angel Grove	6.61 mi	189	Growing
30	Lloyds Chapel	6.72 mi	134	Plateauing

# 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.



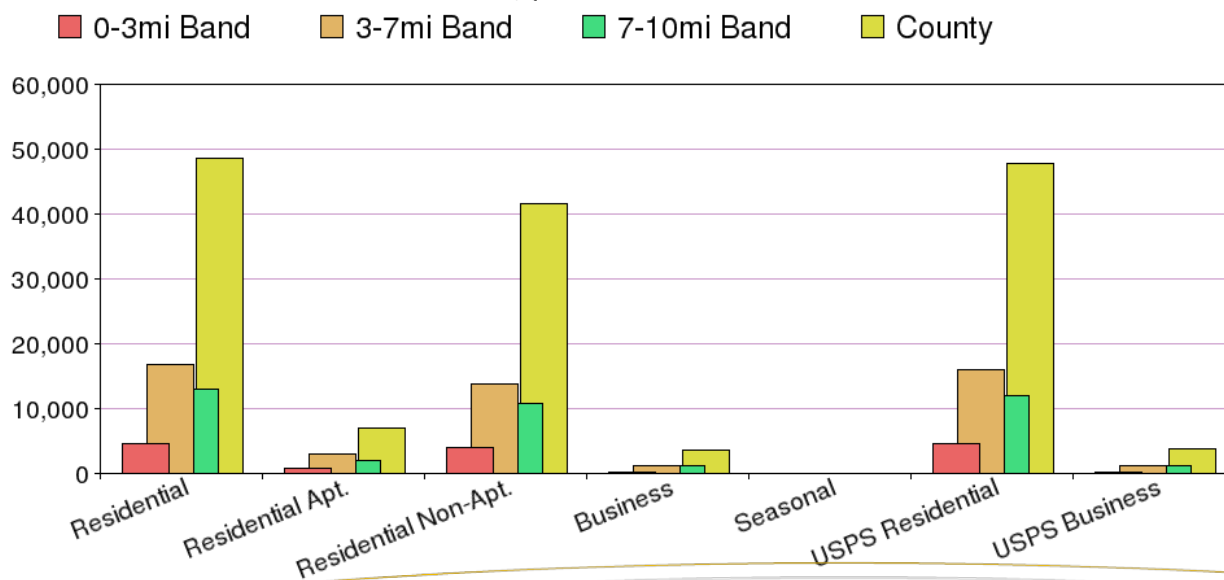
# Current Demographic Summary

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	13,056	11.25%
2000 Population	112,249	10,249	9.13%
2010 Population	114,716	10,785	9.4%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	42,984	4,511	10.49%
2000 Households	45,307	4,149	9.16%
2010 Households	47,276	4,466	9.45%

Location Types in this MissionSite



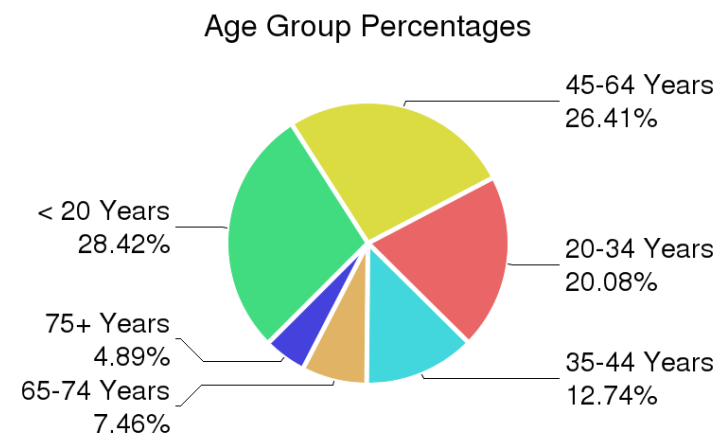
Location Type	0-3mi Band
Residential	4,684
Residential Apt.	775
Residential Non-Apt.	3,909
Business	160
Seasonal	0
USPS Residential	4,693
USPS Business	137

Citronelle Sylacauga Theodore West End-Cobb Town Webb Sweet Water Concord Boligee Grayson Vall  
 tain Brook Rogersville Avon Forestdale Muscle Shoals Hackleburg Bon New Site Allgood Kinston  
 dges Jacksons' Gap Westover Chelsea Tillmans Corner Forkland Loac  
 Horn Hill Sylvania La Fayette Huntsville Billingsley Altoona Glen Allen Clanton Oneonta Haleburg  
 edmont Red Bay Akron Daviston Montgomery Valley Grande Hobson City Detroit Pine Ridge Gilbertow

# 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%	7.24%	114.92
4-5 Years	2.7%	2.75%	101.85
6-8 Years	3.85%	3.77%	97.92
9-11 Years	3.79%	3.97%	104.75
12-13 Years	2.51%	2.87%	114.34
14-17 Years	5.08%	5.31%	104.53
18-19 Years	2.49%	2.47%	99.2
0-5 Years	9%	10%	111.11
6-12 Years	8.9%	9.19%	103.26
13-19 Years	8.82%	9.21%	104.42
< 20 Years	26.72%	28.4%	106.29
20-34 Years	19.72%	20.06%	101.72
35-44 Years	12.12%	12.73%	105.03
45-64 Years	25.83%	26.39%	102.17
65-74 Years	8.35%	7.45%	89.22
75+ Years	7.25%	4.89%	67.45
Median Age	38	35	93.54
Median Age (Male)	36	34	93.66
Median Age (Female)	40	35	88.05

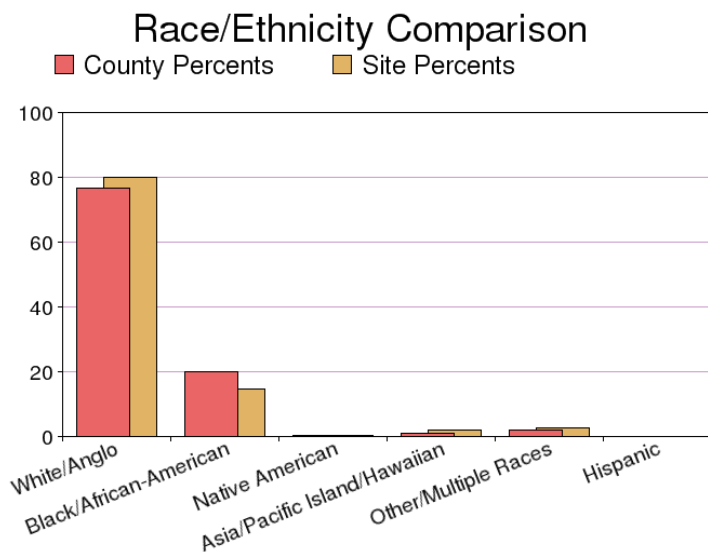


# Current Demographic Summary

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%	80.07%	104.32
Black, African-American	19.9%	14.81%	74.39
Native American	0.41%	0.38%	92.59
Asian	0.83%	1.73%	209.37
Pacific Island, Hawaiian	0.08%	0.25%	330.1
Other/Multiple Races	2.03%	2.76%	136.39
Hispanic	0%	2.96%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	76,747	7,018	
Less than 9th Grade	5.91%	4.52%	130.79
No High School Diploma	13.72%	11.95%	114.72
High School Graduate	36.18%	37.06%	97.61
Some College, no degree	20.96%	23.34%	89.8
Associate Degree	6.73%	8.83%	76.15
College Degree	9.31%	8.59%	108.37
Graduate/Prof. degree	7.2%	5.7%	126.4

# 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%	8.71%	99.32
\$10,000 to \$19,999	15.24%	14.11%	92.54
\$20,000 to \$29,999	13.25%	13.61%	102.76
\$30,000 to \$49,999	20.37%	22.93%	112.54
\$50,000 to \$59,999	8.97%	10.93%	121.84
\$60,000 to \$69,999	7.13%	7.43%	104.23
\$70,000 to \$79,999	6.06%	5.8%	95.7
\$80,000 to \$89,999	4.55%	4.52%	99.5
\$90,000 to \$99,999	2.86%	2.71%	94.88
\$100,000 to \$124,999	5.16%	4.77%	92.41
\$125,000 to \$149,999	2.66%	1.68%	63.11
\$150,000 to \$199,999	1.89%	2.1%	111.18
\$200,000 to \$249,999	0.3%	0.45%	148.05
\$250,000 or more	0.38%	0.29%	76.03
Median Household	38,666	40,228	104.04
Average Household	52,564	50,400	95.88
Per Capita Household	22,200	20,873	94.02
Family/Non-Family Household Income			
Median Family Income	49,950	48,809	97.72
Average Family Income	62,136	53,921	86.78
Median Non-Family Income	22,044	23,806	107.99
Average Non-Family Income	33,566	34,966	104.17

# 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%	68.7%	103.31
Families with Children	32.43%	34.77%	107.24
Families without Children	34.07%	33.92%	99.57
Non-Family Households			
% Non-Family Households	33.5%	31.3%	93.43
Non-Families with Children	0.37	0.47	127.76
Non-Families without Children	33.14	30.83	93.05
Housing Units			Index
Total Housing Units	54,164	5,572	
Vacant percent	12.72%	19.87%	156.23
Owned percent	63.02%	59.46%	94.35%
Rented Percent	24.27%	20.73%	85.42
Households by Size			Index
Avg household size	2.37	2.41	101.69
Avg family hh size	2.98	2.97	99.66
Avg non-family hh size	1.15	1.18	102.61
Households By Count of Persons			Percent
One	13,820	1,182	8.55%
Two	15,953	1,564	9.8%
Three or Four	14,356	1,422	9.91%
Five+	3,147	297	9.44%

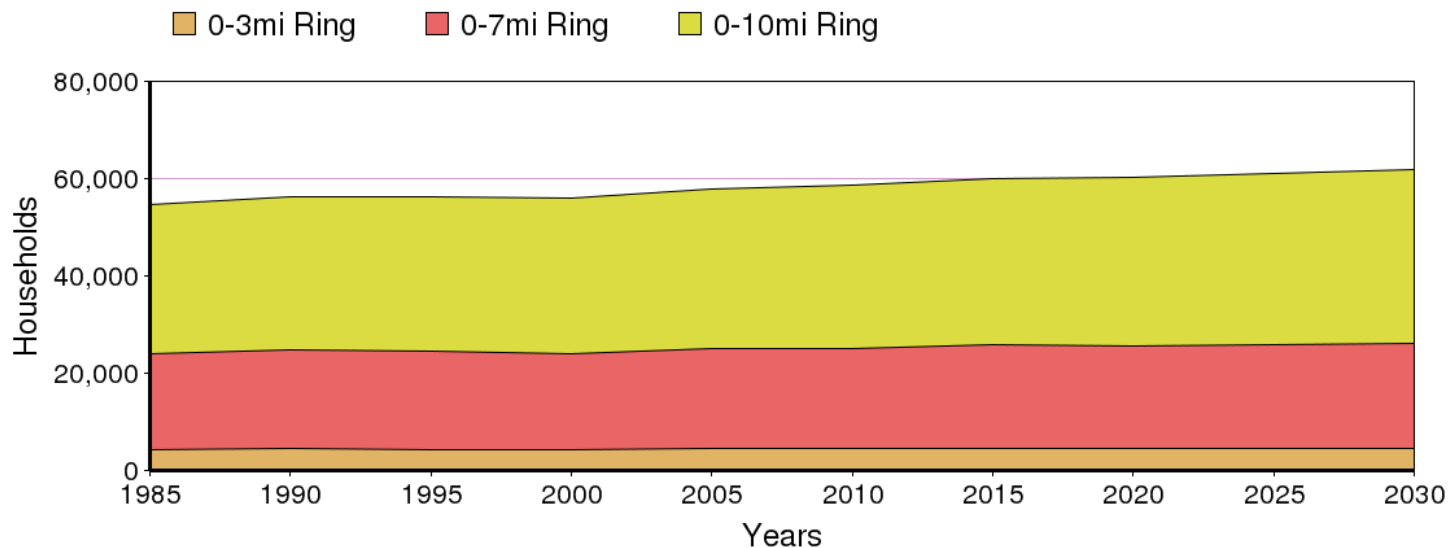
# Projected Demographic Summary

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	13,056	11.25%
2000 Population	112,249	10,249	9.13%
2010 Population	114,716	10,785	9.4%
2015 Population	117,879	11,268	9.56%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	42,984	4,511	10.49%
2000 Households	45,307	4,149	9.16%
2010 Households	47,276	4,466	9.45%
2015 Households	48,227	4,628	9.6%

Household Change from 1985 to 2030



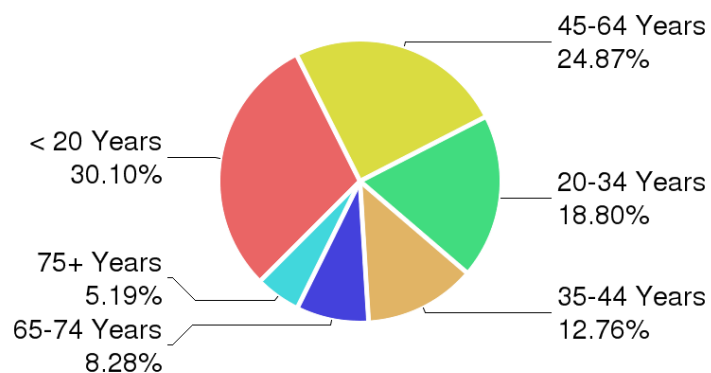
# Projected Demographic Summary

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	7.24%	8.35%	115.33
4-5 Years	2.75%	3.17%	115.27
6-8 Years	3.77%	4.46%	118.3
9-11 Years	3.97%	4.18%	105.29
12-13 Years	2.87%	2.7%	94.08
14-17 Years	5.31%	4.99%	93.97
18-19 Years	2.47%	2.24%	90.69
0-5 Years	10%	11.52%	115.2
6-12 Years	9.19%	10.01%	108.92
13-19 Years	9.21%	8.55%	92.83
< 20 Years	28.4%	30.08%	105.92
20-34 Years	20.06%	18.79%	93.67
35-44 Years	12.73%	12.75%	100.16
45-64 Years	26.39%	24.86%	94.2
65-74 Years	7.45%	8.28%	111.14
75+ Years	4.89%	5.19%	106.13
Median Age	38	35	92.93
Median Age (Male)	36	34	93.6
Median Age (Female)	40	35	88.63

Projected Age Group Percentages



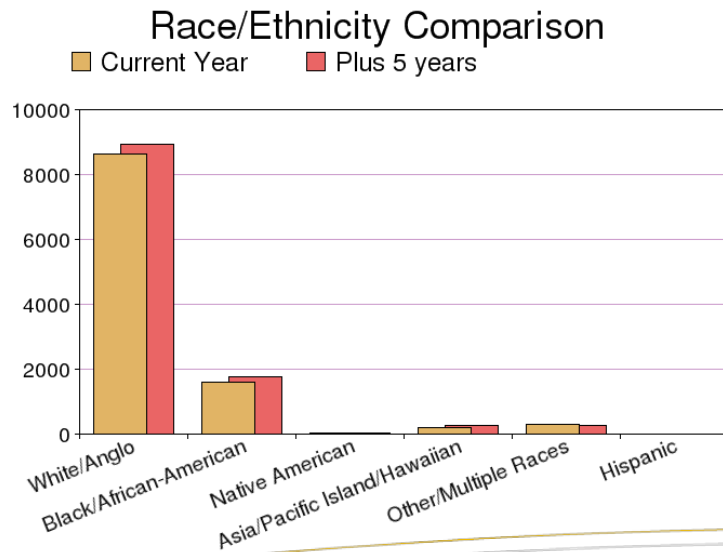
# Projected Demographic Summary

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
<b>Race/Ethnicity</b>			
White, Anglo	80.07%	79.19%	98.89
Black, African-American	14.81%	15.72%	106.14
Native American	0.38%	0.4%	105.05
Asian	1.73%	2.01%	116.19
Pacific Island, Hawaiian	0.25%	0.28%	113.44
Other/Multiple Races	2.76%	2.39%	86.4
Hispanic	0%	0%	0

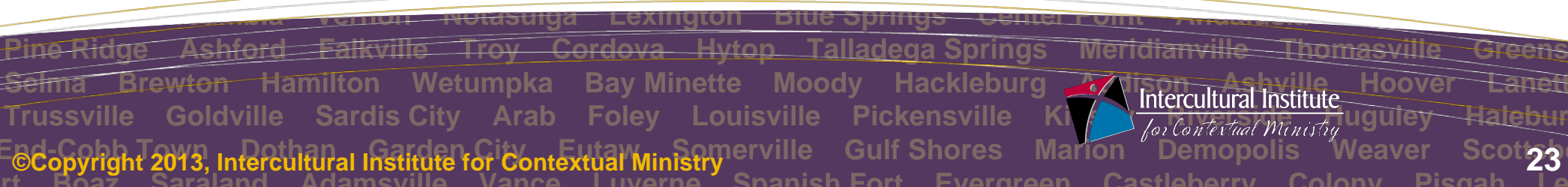
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	7,018	7,183	
Less than 9th Grade	4.52%	3.65%	80.75
No High School Diploma	11.95%	10.47%	87.57
High School Graduate	37.06%	38.8%	104.69
Some College, no degree	23.34%	22.83%	97.82
Associate Degree	8.83%	9.84%	111.41
College Degree	8.59%	8.49%	98.84
Graduate/Prof. degree	5.7%	5.92%	103.81



# 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.

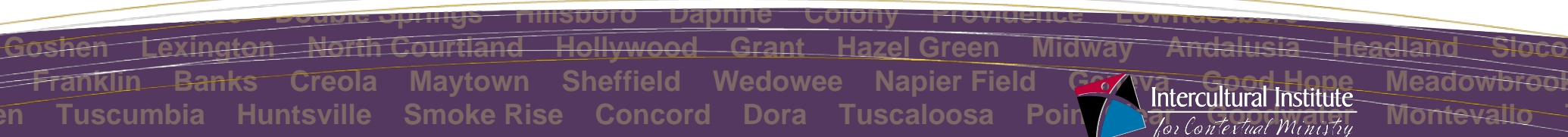
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	8.71%	7.78%	89.31
\$10,000 to \$19,999	14.11%	13.42%	95.12
\$20,000 to \$29,999	13.61%	12.88%	94.59
\$30,000 to \$49,999	22.93%	21.76%	94.9
\$50,000 to \$59,999	10.93%	11.08%	101.44
\$60,000 to \$69,999	7.43%	7.82%	105.22
\$70,000 to \$79,999	5.8%	6.37%	100.97
\$80,000 to \$89,999	4.52%	5.14%	107.01
\$90,000 to \$99,999	2.71%	2.9%	106.87
\$100,000 to \$249,999	4.77%	5.36%	112.36
\$125,000 to \$149,999	1.68%	2.03%	120.95
\$150,000 to \$199,999	2.1%	2.42%	114.98
\$200,000 to \$249,999	0.45%	0.45%	101.32
\$250,000 or more	0.29%	0.35%	118.77
Median Household	40,228	42,799	106.39
Average Household	50,400	55,138	109.4
Per Capita Household	20,873	22,649	108.51
<b>Family/Non-Family Household Income</b>			
Median Family Income	48,809	52,869	108.32
Average Family Income	53,921	60,335	111.9
Median Non-Family Income	23,806	25,971	109.09
Average Non-Family Income	34,966	36,715	105



# 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
<b>Family Households</b>			
% Family Households	68.7%	67.44%	98.17
Families with Children	34.77	34.55	99.36
Families without Children	33.92	33.88	99.88
<b>Non-Family Households</b>			
% Non-Family Households	31.3%	32.56%	104.02
Non-Families with Children	0.47	0.5	104.02
Non-Families without Children	30.83	32.07	104
<b>Housing Units</b>			
Total Housing Units	5,572	5,718	102.62%
Vacant percent	19.87%	19.06%	95.95
Owned percent	59.46%	60.09%	101.06
Rented Percent	20.73%	20.85%	100.57
<b>Households by Size</b>			
Avg household size	2.41	2.43	100.83%
Avg family hh size	2.97	3.05	102.69%
Avg non-family hh size	1.18	1.14	96.61%
<b>Households By Count of Persons</b>			
One	1,182	1,275	107.87%
Two	1,564	1,538	98.34%
Three or Four	1,422	1,482	104.22%
Five+	297	333	112.12%





# 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:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	200	713	638
Northern Europe	8	37	11
Western Europe	74	131	99
Southern Europe	2	26	6
Eastern Europe	0	6	2
Other Europe	0	0	0
Eastern Asia	47	99	66
So. Central Asia	0	25	61
SE Asia	26	62	30
Western Asia	15	18	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	5	0
Middle Africa	0	12	0
Northern Africa	0	10	0
Southern Africa	0	0	0
Western Africa	0	18	0
Other Africa	0	6	0
Oceania	0	0	0
Caribbean	0	0	4
Central Amer.	15	212	282
South America	13	30	28
North America	0	16	49
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	8,380	35,344	28,516
Spanish	126	633	705
Other Indo-Euro language	150	466	267
French (incl. Patois, Cajun)	21	159	84
French Creole	0	0	0
Italian	8	79	11
Portuguese	0	5	0
German	109	203	85
Yiddish	0	0	0
Other West Germanic	0	0	1
A Scandinavian Language	0	0	0
Greek	11	4	7
Russian	0	0	5
Polish	1	3	10
Serbo-Croatian	0	0	0
Other Slavic Language	0	6	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	41
Hindi	0	0	23
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	3	23	6
Japanese	0	61	9
Korean	78	62	52
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	8	28	0
Laotian	0	0	0
Vietnamese	33	15	19
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	15	10
Other languages	0	105	12
Navajo	0	0	0
Other Native N. American	0	0	6
Hungarian	0	0	0
Arabic	0	40	6
Hebrew	0	0	0
African languages	0	54	0
Other unspecified	0	11	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	6,710	28,049	22,239
Arab	15	23	0
Armenian	3	8	0
Austrian	4	13	20
British	32	73	76
Canadian	4	19	12
Croatian	4	16	1
Czech	0	9	25
Czechoslovak	0	44	2
Danish	2	4	18
Dutch	103	280	161
English	606	1,974	2,280
European	50	242	180
Finnish	2	18	38
French (not Basque)	68	259	274
French Canadian	5	35	43
German	462	1,403	1,189
Greek	13	28	45
Hungarian	10	9	1
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	629	2,262	2,130
Italian	111	401	302
Lithuanian	0	7	0
Norwegian	25	104	82
Polish	42	151	113
Portuguese	0	14	2
Romanian	0	0	0
Russian	2	42	14
Scandinavian	0	7	34
Scotch-Irish	137	561	404
Scottish	101	380	409
Slovak	0	0	0
Subsaharan African	17	219	208
Swedish	5	43	116
Swiss	8	53	50
Ukrainian	0	18	8
US/American	2,218	7,646	6,352
Welsh	21	52	48
West Indian	9	43	17
Yugoslavian	0	7	0
Other	2,001	11,581	7,584

# 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

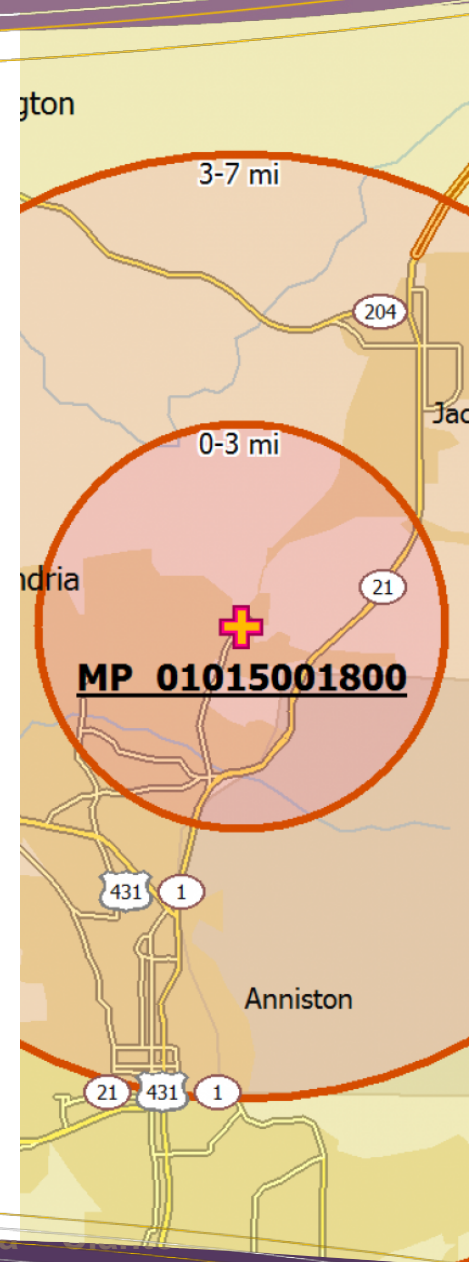
## *Issues for Your Consideration - continued*

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 "Evangeliscope dataset" that establishes the extent to which each of the 60 MOSAIC lifestyle segments are unreached in your site location.

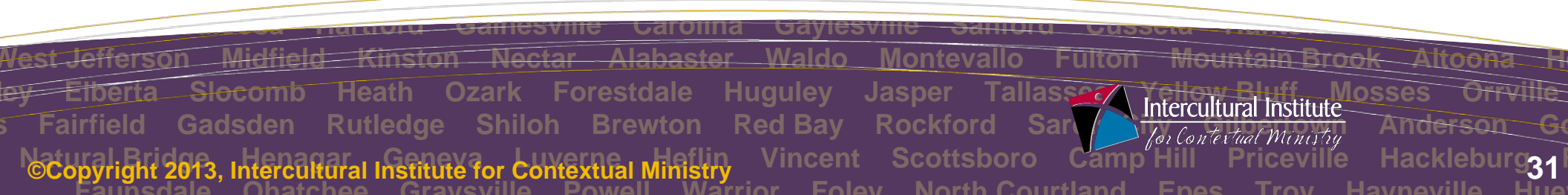
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscope report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create 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 0-3 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	4,466	100%	2,973	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
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>	224	5.02%	151	5.08%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	218	4.88%	146	4.91%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	6	0.13%	5	0.17%
<b>SM TWN SUCCESS</b>	607	13.59%	392	13.19%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	322	7.21%	210	7.06%
Urban Optimists	0	0%	0	0%
Family Convenience	285	6.38%	182	6.12%
Mid-Market Enterprise	0	0%	0	0%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,466	100%	2,973	100%
<b>BLUE COLLAR BACKBONE</b>	136	3.05%	90	3.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	20	0.45%	12	0.4%
Lower Income Essentials	27	0.6%	18	0.61%
Small Town Endeavors	89	1.99%	60	2.02%
<b>AMER. DIVERSITY</b>	51	1.14%	36	1.21%
Ethnic Urban Mix	3	0.07%	2	0.07%
Urban Blues	12	0.27%	8	0.27%
Professional Urbanites	36	0.81%	26	0.87%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	1,895	42.43%	1,299	43.69%
Steadfast Conservative	1,511	33.83%	1,035	34.81%
Moderate Conventionalists	138	3.09%	93	3.13%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	246	5.51%	171	5.75%





# 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	4,466	100%	2,973	100%
<b>REMOTE AMERICA</b>	628	14.06%	371	12.48%
Hardy Rural Fam.	113	2.53%	69	2.32%
Rural Southern Living	515	11.53%	302	10.16%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	356	7.97%	261	8.78%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	227	5.08%	168	5.65%
Stable Careers	129	2.89%	93	3.13%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	165	3.69%	97	3.26%
Industrious Country Living	24	0.54%	16	0.54%
America's Farmland	0	0%	0	0%
Comfy Country Living	49	1.1%	30	1.01%
Small Town Connections	79	1.77%	46	1.55%
Hinterland Fam.	13	0.29%	5	0.17%

# 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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	4,466	100%	2,973	100%
<b>STRUGGLING SOCIETIES</b>	144	3.22%	90	3.03%
Rugged Southern Style	77	1.72%	45	1.51%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	67	1.5%	45	1.51%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	260	5.82%	186	6.26%
Unattached Multicultures	22	0.49%	15	0.5%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	7	0.16%	5	0.17%
Urban Diversity	154	3.45%	111	3.73%
New Generation Activists	39	0.87%	26	0.87%
Getting By	38	0.85%	29	0.98%
<b>VARYING LIFESTYLES</b>	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?

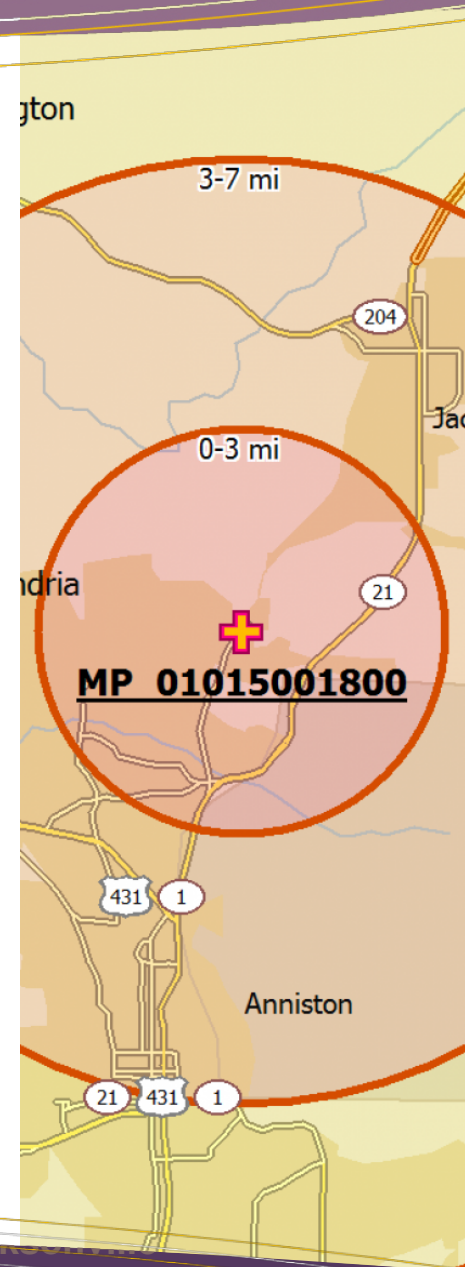
## Potential Cultural Bridges

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	77%	73%	73%
Use Comp. for Internet/E-mail	59%	54%	54%
Internet Use: E-Mail	49%	45%	46%
Use Comp. for Comp. Games	40%	37%	37%
Use Comp. for Word Processing	37%	32%	34%
Use Comp. for Shopping	34%	31%	32%
Use Comp. for Education	32%	31%	31%
Use Comp. for Digital Camera Photo Editing	31%	28%	29%
Use Comp. for Banking	31%	27%	28%
HH Owns DVD Player	28%	26%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	27%	26%	26%
Internet Use: Banking	26%	24%	24%
Use Comp. for News/Info./Data Service	21%	20%	20%
PC-Network-HH Has One	17%	16%	18%
Use Comp. for Accounting	13%	11%	12%
Use Comp. for Personal Financial Mngmnt	12%	11%	12%
HH Owns Video/Webcam	12%	10%	10%
Internet Use: Research/ Education	12%	11%	11%
Internet Use: Shopping: Gathered Info. for Shopping	11%	10%	11%
Use Comp. for Filing/DB Mngmnt	11%	10%	11%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	67%	66%
Dining Out (Not Fast Food)	56%	53%	54%
Reading Books	52%	52%	52%
Card Games	42%	39%	40%
Cooking for Fun	36%	36%	35%
Gardening	34%	31%	32%
Board Games	34%	31%	31%
Go To A Beach/Lake	34%	32%	33%
Visit Zoo	20%	17%	17%
Going To	19%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	67%	67%
Gen./Fam. Practitioner	43%	39%	39%
Dentist	26%	25%	25%
Backache	23%	23%	22%
Eye Dr.	21%	20%	21%
None Of These	19%	19%	20%
Hypertension/High Blood Pressure	19%	20%	19%
High Cholesterol	17%	17%	17%
Any Arthritis	16%	16%	16%
Overweight (30 Pounds Or More)	14%	14%	13%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.68%	26.17%	26.15%
Live Theater	16.72%	18.28%	18.94%
Live Theater Most Often	13.86%	15.14%	15.53%
Rock/Pop Concerts Most Often	13.8%	14.42%	14.1%
Comedy Club	8.95%	8.69%	8.43%
Country Concerts Most Often	7.34%	5.65%	5.63%
Movies: Comedy	38.22%	38.63%	38.72%
Movies: Action/Adventure	37.94%	37.39%	37.75%
Movies: Fam.	20.16%	20.55%	20.58%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	18.67%	21.02%	21.08%
Movies: Romantic Comedy	18.22%	19.41%	19.68%
Movies: Mystery	15.89%	17.45%	17.61%
MLB Baseball Reg. Season	6.8%	5.71%	5.97%
NFL Football Reg. Season	5.77%	4.96%	5.18%
College Football Reg. Season	5.65%	5.55%	5.86%
College Basketball Reg. Season	3.67%	4.13%	4.11%
Auto Racing Events	2.91%	2.17%	2.36%
NBA Basketball Reg. Season	2.77%	2.62%	2.88%

# 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	38.08%	37.61%	38.18%
Swimming	33.67%	30.55%	30.87%
Bowling	21.76%	20.6%	20.61%
Freshwater Fishing	21.01%	16.98%	17.58%
Billiards/Pool	19.43%	19.44%	18.56%
Camping Trips	17.35%	13.24%	14.33%
Basketball	14.35%	16.02%	15.66%
Weight Training	14.24%	13.96%	14.25%
Jogging/Running	12.83%	14.43%	14.15%
Using Cardio Machine	12.39%	11.78%	11.9%
Golf	11.86%	12.27%	12.6%
Mountain/Road Biking	11.77%	11.82%	11.91%
Baseball	11.44%	11.07%	10.7%
Hunting	11.1%	8.73%	9.52%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Stationary Cycling	10.74%	10.86%	11.1%
Target Shooting	10.13%	8.18%	8.46%
Football	9.66%	11.48%	10.66%
Backpacking/Hiking	9.49%	8.49%	8.86%
Volleyball	8.54%	8.53%	8.31%
Aerobics	8.18%	9.21%	9.36%
Saltwater Fishing	8%	6.59%	6.88%
Power Boating	7.76%	7.08%	7.48%
Softball	7.7%	7.25%	6.96%
Canoeing/Kayaking	6.97%	5.74%	5.95%
Motorcycling	6.61%	5.33%	5.31%
Soccer	6.44%	6.65%	6.37%
Horseback Riding	6.27%	5.25%	5.39%
Yoga	6.16%	6.64%	6.52%

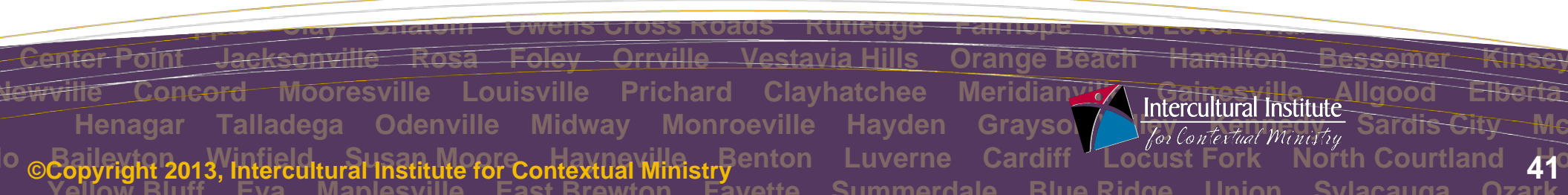


# Potential Cultural Bridges

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](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Tennis	5.92%	6.77%	6.78%
Archery	4.99%	4.28%	4.47%
Roller Skating	4.89%	5.38%	5.12%
Fly Fishing	4.71%	4.3%	4.49%
Ice Skating	4.35%	5.48%	5.34%
Downhill & X-Country Skiing	4.23%	4.25%	4.31%
Snorkeling	3.95%	4.5%	4.61%
Water Skiing	3.91%	3.97%	4.04%
Auto Racing	3.67%	3.21%	3.47%
Jet Skiing	3.64%	4.2%	4.28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.59%	3.63%	3.47%
Snowmobiling	3.49%	3.5%	3.43%
Rock Climbing	3.29%	3.38%	3.41%
Hockey	3.07%	3.3%	3.27%
Snowboarding	2.92%	3.36%	3.24%
Skateboarding	2.83%	3.08%	3.18%
Martial Arts	2.73%	2.74%	2.95%
Sailing	2.67%	2.86%	2.98%
Rowing	2.41%	2.19%	2.28%
Surfing & Windsurfing	2.3%	2.42%	2.4%



## 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.

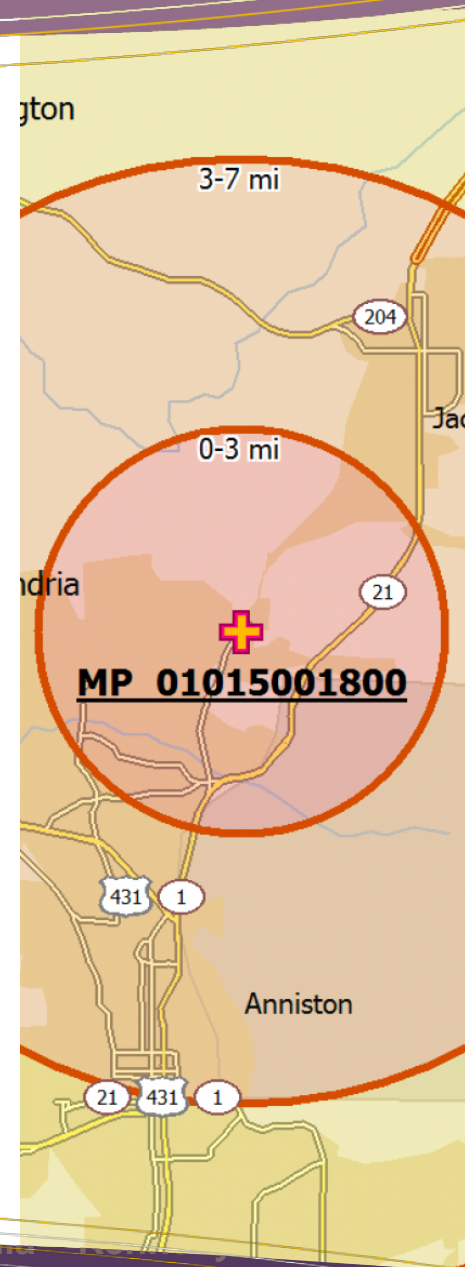
### BIBLICAL BARRIERS

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.

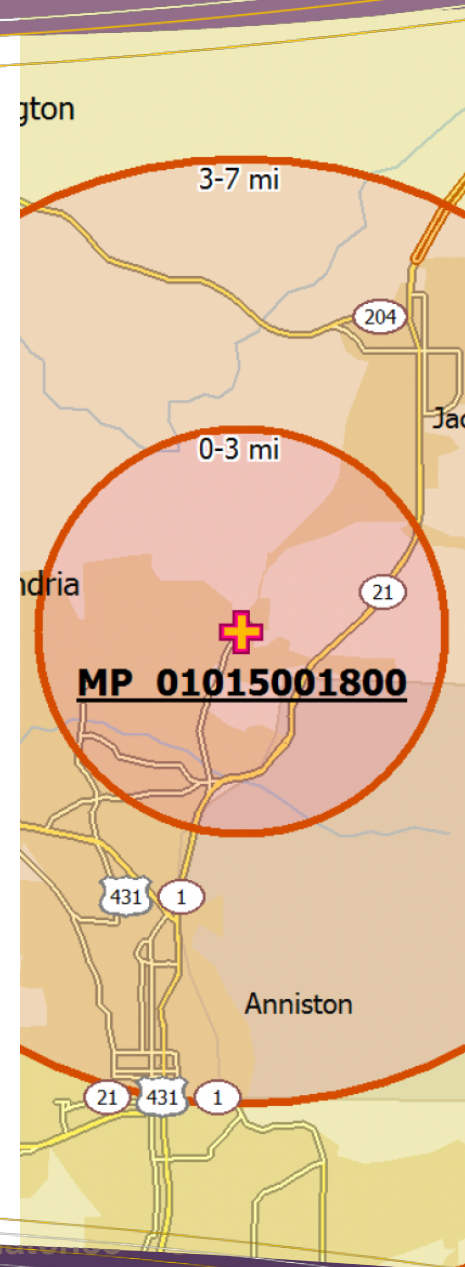
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

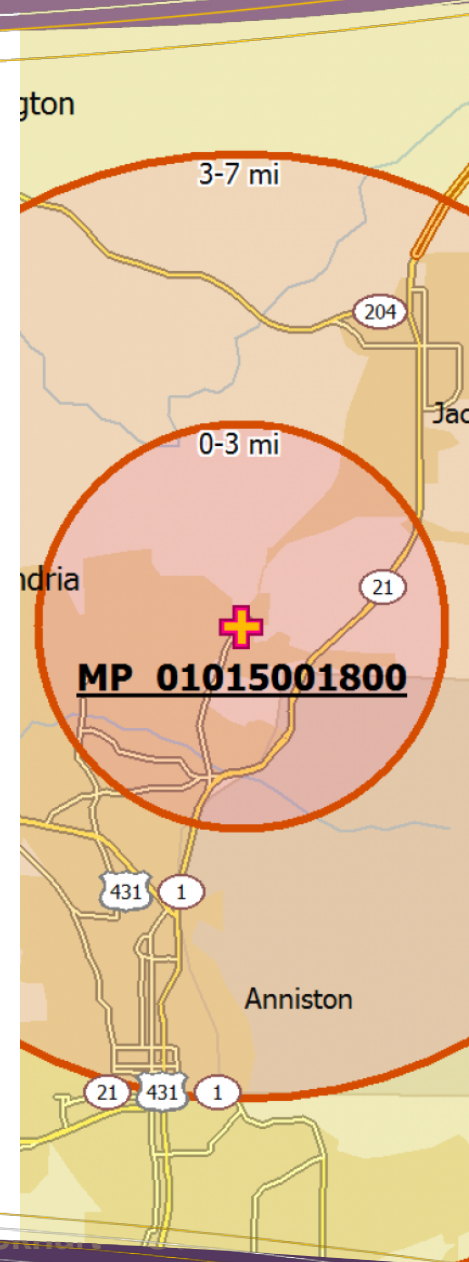
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	51%	51%
Find It Difficult To Say No To My Kids	38%	38%	38%
Woman's Place Is In The Home	35%	34%	34%
Speak My Mind Even If It Upsets People	35%	37%	37%
Like Control Over People And Resources	33%	35%	35%
Like To Do Unconventional Things	31%	28%	29%
Prefer To Have Few Possessions As Possible	30%	31%	31%
Don't Judge People/Way They Live Life	28%	30%	30%
Money Is Best Measure Of Success	25%	25%	25%
If Won Lottery Would Never Work Again	24%	26%	26%
Friends More Important Than My Fam.	23%	23%	23%
Too Much Sponsorship In Arts/Sports	23%	26%	25%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	22%	22%
Marijuana Should Be Legalized	18%	19%	19%
Rarely Sit Down to a Meal Together At Home	18%	17%	17%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
I Am A Workaholic	16%	20%	19%
Only Work Current Job for The Money	14%	14%	14%
We Should Strive for Equality for All	13%	15%	15%
Happy With My Standard Of Living	11%	13%	13%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	9%	9%	8%
Little I Can Do To Change My Life	8%	8%	8%
I Am A Perfectionist	6%	8%	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:

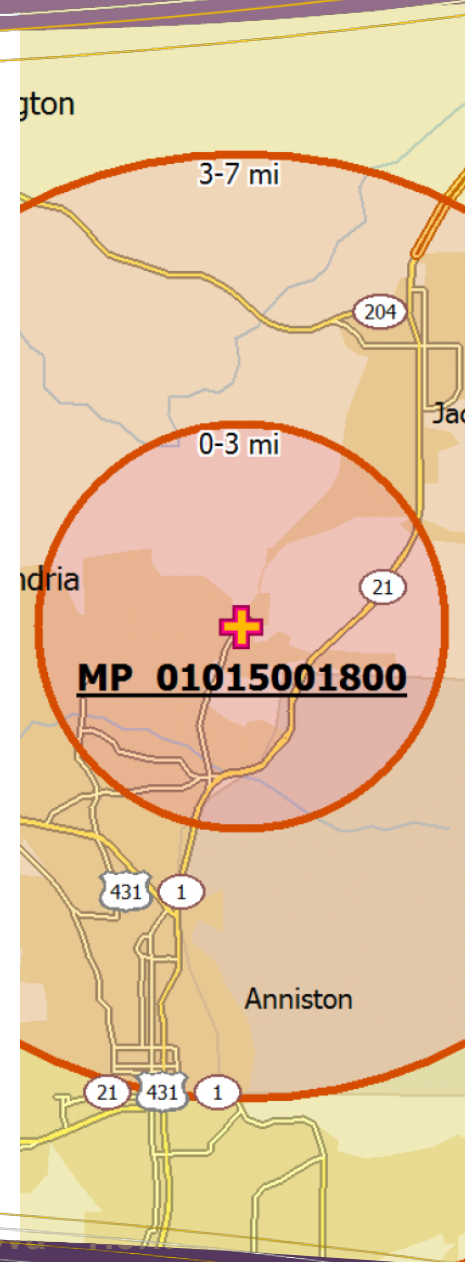
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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
Important To Respect Customs And Beliefs	61%	58%	59%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	37%	38%	38%
Prefer Work Part Of Team Than Alone	33%	35%	35%
Important Feel Respected By My Peers	33%	33%	33%
Important To Juggle Various Tasks	30%	32%	32%
Prefer To Have Few Possessions As Possible	30%	31%	31%
Good At Fixing Things	27%	30%	29%
Have Keen Sense Of Adventure	25%	27%	27%
People Have To Take Me As They Find Me	22%	22%	22%
Like To Just Enjoy Life	21%	21%	21%
Consider Myself Interested In The Arts	19%	21%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	18%	18%	18%
Looking for New Ideas To Improve Home	17%	18%	18%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	16%	15%	15%
Try Not To Worry About The Future	13%	15%	14%
Enjoy Spending Time With My Fam.	12%	12%	13%
Provide My Kids With The Little Extras	12%	16%	15%
Children Should Be Allowed To Express Themselves	6%	7%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	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 - 0-3 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	86.44%	85.67%	85.83%
Restaurant-Visit Any			
Fam. Restaurants/Steak	82.47%	79.47%	79.94%
Houses-Visit Any			
McDonald's	57.85%	56.24%	55.82%
Burger King	38.96%	37.8%	37.64%
Subway	31.89%	31.36%	31.1%
Taco Bell	30.94%	28.39%	27.81%
Applebee's	30.81%	29.57%	28.62%
Wendy's	30.13%	30.62%	30.51%
Kentucky Fried Chicken (KFC)	29.47%	31.8%	31.48%
Arby's	25.17%	22.68%	22.39%
Pizza Hut	23.87%	23.55%	23.76%
Dairy Queen	20%	19.07%	18.97%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	19.83%	18.97%	19.08%
Red Lobster	17.16%	17.55%	17.39%
Cracker Barrel	17.11%	15.16%	15.42%
Sonic	16.29%	15.01%	15.4%
Domino's Pizza	14.03%	15.64%	14.93%
Outback Steakhouse	13.82%	13.35%	13.65%
Chick-Fil-A	13.67%	12.98%	12.84%
IHOP (International House Of Pancakes)	13.45%	13.99%	13.67%
Hardee's	12.9%	12.16%	12.57%
Golden Corral	12.89%	13.68%	13.14%
Chili's Grill and Bar	12.58%	12.34%	12.32%
Denny's	11.94%	12.68%	12.15%

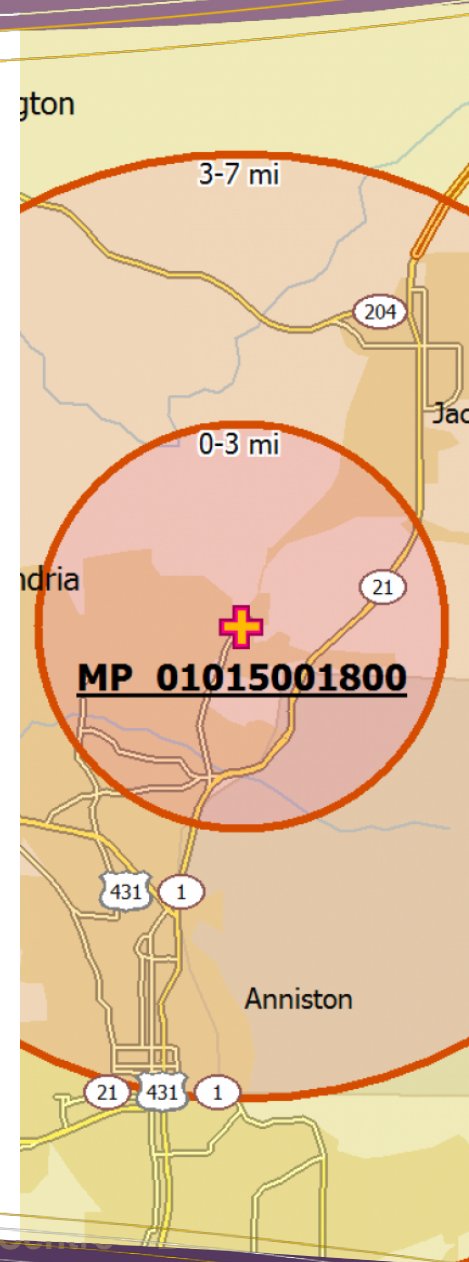


## Potential Shared Projects

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	45.44%	42.92%	43.62%
Recycled products	33.05%	29.56%	30.33%
Worked as volunteer (non political)	15.9%	14.81%	15.44%
Engaged in fund raising	10.27%	10.4%	10.7%
Religious club member	7.26%	7.31%	7.53%
Wrote to editor of mag or newspaper	5.56%	5.34%	5.42%

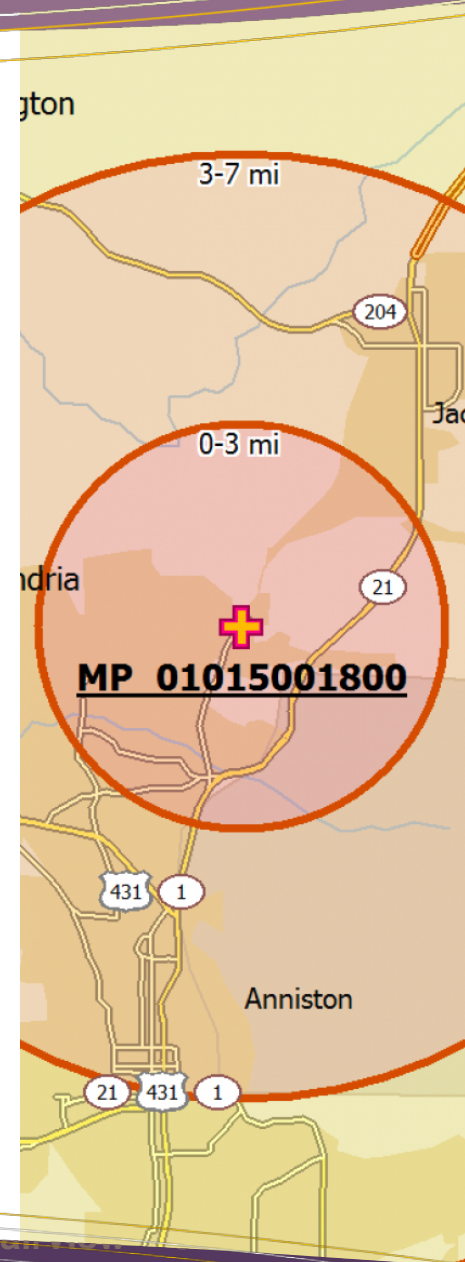
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.51%	5.03%	5.25%
Union member	5.29%	4.67%	4.68%
Charitable Organization	5.15%	4.85%	5.04%
Took active part in local civic issue	4.86%	4.82%	4.85%
Fraternal order member	4.71%	4.27%	4.2%
Church Board	4.61%	5.04%	5.14%



## 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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	15.39%	14.61%	15.15%
Children's Books	12.19%	12.32%	12.77%
Mystery	11.64%	10.48%	10.9%
Cookbooks	10.17%	9.54%	9.71%
Religious (not Bibles)	8.94%	8.83%	8.93%
Romance	6.65%	6.62%	6.82%
History	6.64%	5.95%	6.24%
Personal/Business	5.96%	5.79%	6.05%
Self-help			
Biography	5.72%	5.68%	5.95%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	65.76%	65.73%	65.27%
Gen. Editorial	45.26%	48.25%	48.08%
Womens	40.27%	42.64%	42.28%
Service	35.25%	33.17%	33.95%
Mens	18.49%	19.18%	18.65%
Fishing/Hunting	14.46%	12.86%	12.9%
Automotive	14.44%	13.24%	13.29%
Business/Finance	14.43%	16.85%	17.26%
Sports	14.18%	14.87%	14.78%

# 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	55.17%	52%	52.73%
Classified	36.11%	34.57%	34.25%
Sport	32.27%	30.83%	30.88%
Editorial Page	31.12%	28.15%	28.75%
Comics	29.02%	26.56%	26.62%
Business/Finance	26.63%	25.46%	26.01%
Food/Cooking	25.28%	23.28%	23.7%
Movie Listings & Reviews	24.75%	24.09%	23.95%
TV/Radio Listings	24.38%	22.84%	22.93%
Home/Gardening	21.08%	18.86%	19.37%
Travel	17.8%	16.78%	17.13%
Science/Technology	16.62%	15.28%	15.62%
Fashion	13.14%	13.72%	13.98%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	26.18%	19.98%	20.74%
CHR Contemp Hit Radio	18.22%	17.54%	17.09%
Adult Contemporary	17.64%	15.5%	15.84%
Rock	13.14%	10.89%	10.52%
Urban Contemporary	12.02%	22.28%	20.64%
Oldies	10.83%	10.23%	10.39%
News/Talk	10.21%	8.95%	9.52%
Classic Rock	9.9%	8.49%	8.79%
Alternative	8.44%	7.62%	7.9%
Variety	6.74%	7.95%	7.58%
Religious	6.17%	5.51%	5.8%
Soft Contemporary	5.54%	5.33%	5.45%
Classic Hits	4.5%	3.34%	3.34%
All News	3.66%	4.48%	4.79%
Jazz	3.58%	6.14%	5.81%
Gospel	3.28%	4.9%	4.83%
All Talk	3.1%	3.23%	3.52%
Sports	2.88%	2.93%	3.17%



# 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](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	62.46%	61.72%	61.9%
Satellite Dish	53.12%	50.45%	52.31%
Soapnet	50.24%	49.92%	50.06%
Other Video-On-Demand	41.43%	44.97%	45.93%
Sci-Fi Channel	36.37%	34.7%	34.95%
MSNBC	33.11%	33.57%	33.21%
Adult Pay Per View TV	31.91%	31.39%	32.7%
Nickelodeon	28.78%	27.43%	27.49%
TV Info From Sunday TV Magazine	28.29%	27.13%	27.72%
Comedy Central	27.52%	28.13%	28.09%
Subscribe Digital Cable	27.18%	27.62%	28.69%
TV Info From Newspapers	26.06%	25.45%	25.38%

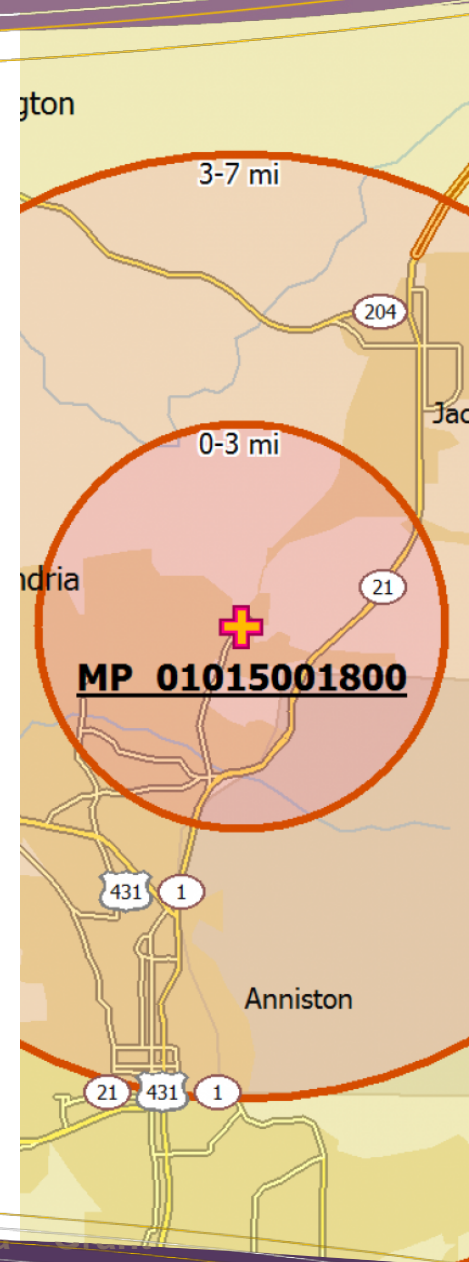
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	25.79%	24.99%	24.27%
Nick At Nite	25.06%	25.08%	24.58%
TCM (Turner Classic Movies)	24.23%	24.52%	24.65%
TV Info From Monthly Cable Guide	24.17%	23.54%	23.77%
USA Network	23.24%	22.19%	22.74%
BET (Black Entertainment TV)	22.87%	24.28%	23.84%
Hallmark Channel	22.6%	23.02%	23.47%
The Golf Channel	20.84%	21.24%	21.42%
ABC Fam.	20.78%	22.23%	21.83%
Lifetime	20.26%	20.91%	20.78%
TV Info From Other	20.05%	20.1%	20.13%
ESPN2	20.03%	20.79%	20.72%

## 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+)	18.43%	17.85%	18.18%
Medium Users (4-6)	10%	9.32%	9.64%
Light Users (1-3)	19.97%	19.26%	19.41%
Quintiles (20%)			
Newspaper I (Heavy)	1.87%	1.39%	1.26%
Newspaper II	1.62%	1.43%	1.35%
Newspaper III	1.96%	2.15%	2.16%
Newspaper IV	0.79%	0.65%	0.57%
Newspaper V (Light)	1.45%	1.38%	1.37%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.87%	21.08%	20.14%
Magazines II	9.15%	9.06%	8.9%
Magazines III	9.98%	10.99%	10.35%
Magazines IV	12%	12.49%	12.02%
Magazines V (Light)	0.42%	0.57%	0.51%
Outdoor I (Heavy)	6.39%	7.12%	6.92%
Outdoor II	2.63%	3.81%	3.66%
Outdoor III	3.48%	4.18%	3.98%
Outdoor IV	17.01%	16.41%	17.04%
Outdoor V (Light)	25.39%	24.36%	24.96%
Yellow Pages I (Heavy)	16.1%	15.5%	15.22%
Yellow Pages II	5.81%	6.56%	6.38%
Yellow Pages III	5.38%	8.26%	7.65%
Yellow Pages IV	24.16%	24.36%	24%
Yellow Pages V (Light)	3.56%	4.21%	4.11%

Red Bay, Fair City, Brundidge, Hoover, Emmore, Atibona, Tyrone, Goshen, Ragland, Chickasaw, Moundville, Kansas, Clanton, Goodwater, Kellyton, Geneva, Silverhill, Bon...  
 town, Newville, Indian Springs Village, Forkland, Monroeville, Detroit, Gainesville, Dadeville, Falkville, Heflin,  
 Gu-Win, Ethelsville, Oak Grove, Valley Grande, Frisco City, Kimberly, Ge... Andalusia, Moo...  
 Dozier, Lake Purdy, Smiths Station, Riverview, Hollywood, Greenville, Tillmans Corner, York, Forestdale,  
 East Brewton, Lowndesboro, Paint Rock, Madrid, McMullen, Glenwood, Birmingham, Mulga, Lemison, Pleas...

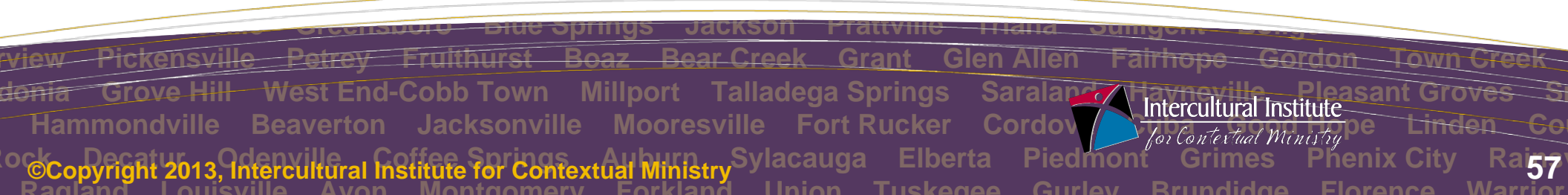


# Potential Multimedia Usage

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)	3.46%	3.83%	3.4%
Drive Time III (Medium)	0.81%	0.9%	0.83%
Radio IV & V (Light)	2.57%	2.52%	2.54%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.15%	10.07%	9.82%
Radio III (Medium)	5.04%	4.51%	4.41%
Radio IV & V (Light)	3.52%	3.57%	3.33%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.93%	11.43%	11.82%
Cable III (Medium)	4.44%	5.33%	5.49%
Cable IV & V (Light)	33.03%	35.43%	35.46%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.83%	4.7%	4.33%
Prime Time III (Medium)	2.37%	1.89%	1.85%
Prime Time IV & V (Light)	9.1%	10.45%	9.77%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.73%	38.93%	39.4%
Fringe III (Medium)	54.77%	54.88%	55.19%
Fringe IV (Light)	56.97%	56.22%	56.04%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.11%	13.89%	14.22%
All Day III (Medium)	23.6%	24.26%	24.72%
All Day IV (Light)	12.39%	16.89%	15.64%



# 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
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	11.67%	10.71%	10.68%
6:00am - 10:00am	13.42%	14.42%	14.41%
10:00am - 3:00pm	5.44%	9.44%	9.11%
3:00pm - 7:00pm	13.35%	15.15%	15.08%
7:00pm - Midnight	11.53%	11.36%	11.7%
Midnight - 6:00am	4.71%	6.4%	6.38%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.96%	14.45%	14.1%
6:00am - 10:00am	3.69%	3.35%	3.39%
10:00am-3:00pm	4.19%	5.27%	5.19%
3:00pm - 7:00pm	6.71%	7.05%	7.19%
7:00pm - Midnight	8.53%	9.72%	9.46%
Midnight - 6:00am	10.2%	11.79%	11.67%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.19%	7.78%	7.5%
Saturday: 8:00-11:00pm	7.9%	7.76%	7.59%
Sunday: 7:00-11:00pm	9.02%	10.1%	9.9%
9:00am-1:00pm	25.06%	25.08%	24.58%
9:00am-4:00pm	28.63%	28.49%	27.98%
4:00pm-7:00pm	26.51%	28.29%	28.04%
11:00pm-1:00am	40.86%	42.77%	41.82%
AVG Prime time	2.68%	3.75%	3.78%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	16%	16.46%	16.38%
7-9am	20.03%	20.79%	20.72%
9am-12noon	21.43%	20.07%	19.53%
12noon-4pm	7.19%	8.43%	8.45%
4-6pm	42%	44.33%	44.86%
6-7pm	18.74%	18.03%	18.08%
7-7:30pm	1.39%	1.37%	1.3%
7:30-8pm	11.12%	11.17%	10.83%
8-11pm	7.19%	7.78%	7.5%
11pm-12am	33.11%	33.57%	33.21%
11pm-1am	40.86%	42.77%	41.82%
1-6am	27.46%	29.84%	29.67%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	17.42%	17.23%	17.35%
Sat: 10am-1pm	7.16%	8.08%	7.93%
Sat: 1-4pm	24.87%	24.15%	24.38%
Sat: 4-6pm	6.61%	6.97%	6.95%
Sat: 6-7pm	1.78%	1.64%	1.64%
Sat: 7-8pm	0.68%	0.83%	0.86%
Sat: 8-11pm	7.9%	7.76%	7.59%
Sat: 11pm-1am	4.42%	5.26%	5.08%
Sat: 1am-7pm	23.24%	22.19%	22.74%
Sun: 7-10am	2.07%	2.16%	2.21%
Sun: 10am-1pm	6.81%	6.34%	6.34%
Sun: 1-4pm	5.98%	5.31%	5.43%
Sun: 4-7pm	13.38%	13.14%	12.89%
Sun: 7-11pm	9.02%	10.1%	9.9%
Sun: 11pm-1am	4.97%	5.38%	4.92%
Sun: 1-7am	20.94%	20.8%	20.44%



# 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.

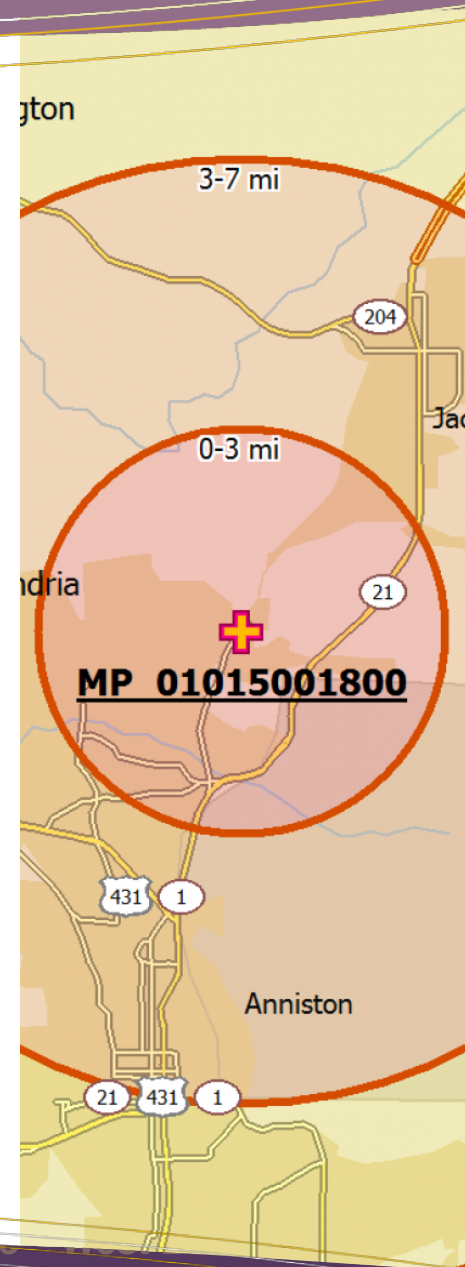


## Your MissionSite and the Missional Suite

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](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	WRSHF AVG	IICM CGR
1	Weaver First	P O Box 310 Weaver, AL 36277	0.92 mi	245	Plateauing
2	Pelham	50 Cave Rd Anniston, AL 36206	1.38 mi	28	Growing
3	Bonny Brook	2303 Pelham Rd S Jacksonville, AL 36265	2.02 mi	94	Declining
4	West Weaver	PO Box 1046 Weaver, AL 36277	2.05 mi	77	Declining
5	Anniston First	851 Morton Rd Anniston, AL 36205	2.51 mi	133	Growing
6	Fellowship	1850 Pelham Rd S Jacksonville, AL 36265	2.57 mi	24	Declining
7	Gladeview	300 W Medders Dr Anniston, AL 36206	3.19 mi	185	Declining
8	Westwood	41 State Farm Rd Alexandria, AL 36250	3.30 mi	374	Declining
9	Whites Gap	2316 Whites Gap Road SE Jacksonville, AL 36265	3.74 mi	33	Growing
10	Saks First	4723 Saks Rd Anniston, AL 36206	4.08 mi	354	Plateauing
11	Profile	PO Box 193 Jacksonville, AL 36265	4.17 mi	0	NoData
12	Hill Crest	5117 Post Oak Rd Anniston, AL 36206	4.19 mi	1,600	Plateauing
13	Cedar Springs	785 Cedar Springs Dr Jacksonville, AL 36265	4.49 mi	46	Plateauing
14	Fairview Heights Northside	3827 George St Anniston, AL 36201	4.51 mi	124	Plateauing
15	Post Oak Springs	2427 Post Oak Rd Jacksonville, AL 36265	4.60 mi	104	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	West Side	PO Box 459 Jacksonville, AL 36265	4.61 mi	109	Plateauing
17	Hatcher Avenue	PO Box 447 Jacksonville, AL 36265	4.66 mi	104	Plateauing
18	Alexandria	PO Box 199 Alexandria, AL 36250	5.01 mi	60	Declining
19	Leatherwood	2709 Old Gadsden Hwy Anniston, AL 36206	5.10 mi	355	Growing
20	West Point	200 Saddle Club Rd Jacksonville, AL 36265	5.14 mi	72	Plateauing
21	Jacksonville First	PO Box 400 Jacksonville, AL 36265	5.18 mi	581	Plateauing
22	Blue Mountain	PO Box 4066 Anniston, AL 36204	5.23 mi	61	Growing
23	Mt. Zion	PO Box 357 Alexandria, AL 36250	5.43 mi	426	Growing
24	Friendship	1153 Nisbet Lake Rd Jacksonville, AL 36265	5.74 mi	52	Plateauing
25	Oakridge	3224 Oakridge Ave Anniston, AL 36201	5.82 mi	128	Declining
26	Noble Street	1923 Noble St Anniston, AL 36201	5.90 mi	41	Plateauing
27	United Fellowship	PO Box 194 Alexandria, AL 36250	6.11 mi	138	Plateauing
28	Pleasant Ridge	8794 Choccolocco Rd Anniston, AL 36207	6.41 mi	78	Growing
29	Angel Grove	4404 Al Highway 204 Jacksonville, AL 36265	6.61 mi	189	Growing
30	Lloyds Chapel	3066 Parkwood Dr Anniston, AL 36201	6.72 mi	134	Plateauing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Parker Memorial	PO Box 2104 Anniston, AL 36202	6.82 mi	590	Plateauing
32	Wellington First	826 Wellington Rd Wellington, AL 36279	6.84 mi	119	Growing
33	Holley Cross Roads	274 Rabbittown Rd Piedmont, AL 36272	7.18 mi	59	Declining
34	Mountain View	1354 Mtn View Rd Alexandria, AL 36250	7.42 mi	96	Growing
35	West Anniston	901 Carter St Anniston, AL 36201	7.63 mi	53	Plateauing
36	Golden Springs	3 Robertson Rd Anniston, AL 36207	7.87 mi	488	Growing
37	Holley Springs	2010 Choccolocco Rd Anniston, AL 36207	7.88 mi	35	Growing
38	Ruhama	230 S Wilmer Ave Anniston, AL 36201	8.01 mi	31	Declining
39	Pleasant Valley	868 Old Field Rd Jacksonville, AL 36265	8.02 mi	40	Plateauing
40	Chosea Springs	4066 Al Highway 9 Anniston, AL 36207	8.23 mi	51	Declining
41	Woodland Park	PO Box 3309 OXFORD, AL 36203	8.44 mi	27	Growing
42	Emmanuel	2112 W C St Anniston, AL 36201	8.51 mi	16	Growing
43	New Oak Grove	2301 Chinch Creek Rd Piedmont, AL 36272	8.59 mi	51	Declining
44	Harmony	PO Box 210 Choccolocco, AL 36254	8.65 mi	109	Declining
45	Greenbrier Road	1235 Greenbrier Rd Anniston, AL 36207	8.71 mi	285	Plateauing



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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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