MissionSite
top unreached locations

CENTRE, AL

CENSUS TRACT: 01019956000
REGION: Northern Region
ASSOCIATION: Cherokee
DISTRICT: 02: Northeast Mountain District
COUNTY: Cherokee
SITESCAPE: Townscape
DENSITY PATTERN: K

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Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
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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	0101	Northern Region
2	Association	1145	Cherokee
3	District	02	Northeast Mountain District
4	County Location	01019	Cherokee
5	Zipcode	35960	Cherokee
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	K	10000-10000-10000

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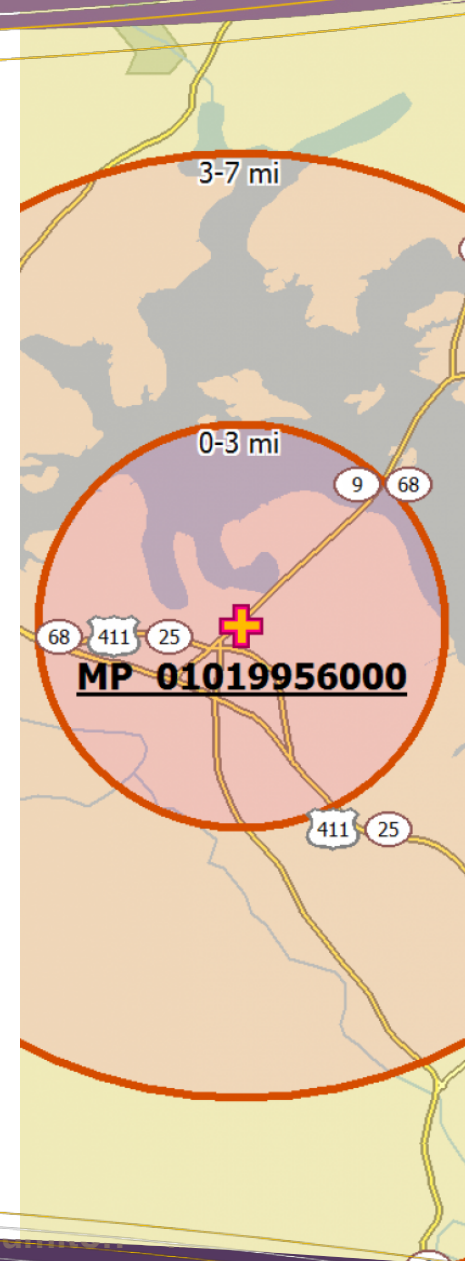
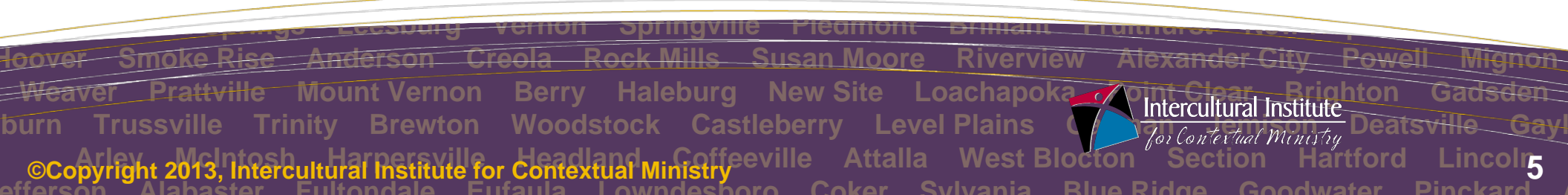# Site Location Summary - Map of the Site Location
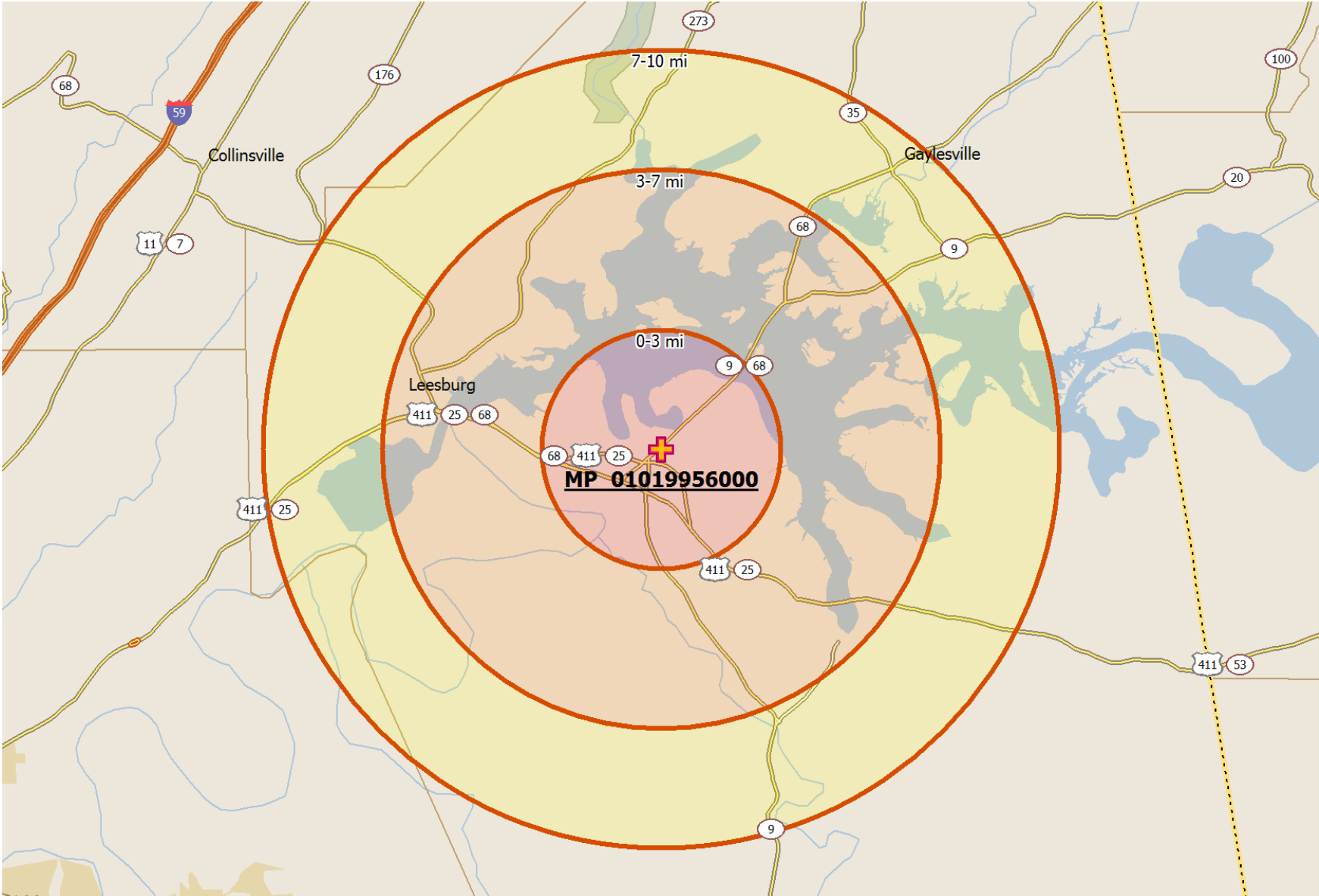
Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	6	Noncore adjacent to a small metro area with town of at least 2,500 residents
3	Rural / Urban Continuum	8	
4	NCHS Rural Urban Codes	6	Noncore - counties that are neither metropolitan or micropolitan
5	NCES Urban Centric Locale Codes	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	4	Rural areas commuting: No additional code
7	ERS RUCA Commuting Value	10	Rural areas: primary flow to a tract outside a urbanized area or urban cluster
8	Percent Commuting to Metro	30	Percent commuting from non metro to metro areas

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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	4,417	6,915	6,171
2010 Households	1,858	2,959	2,518
2010 Group Quarters Population	250	10	19

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	16	12	10
Language Diversity National Index	3	7	18
Foreign Born Diversity National Index	32	58	23
Ancestry Diversity National Index	36	44	48
Racial Diversity National Index	19	23	15

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	1	True
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	0	False
Non-metro Recreation County	0	False
Retirement Destination County	1	True

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	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	1	True

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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	141	7.59%
Mainstay Communities	Established, Diverse Households	318	17.12%
Working Communities	Blue-collar, Working Families	376	20.24%
Country Communities	Rural, Agri. & Mining Families	671	36.11%
Aspiring Communities	Young Singles / Aspiring-Multihousing	95	5.11%
Urban Communities	High Density, Inner-city Neighborhoods	259	13.94%

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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	5,637	1,151	20.43%
Unreached %	55.8%	61.97%	111.05
Religious But NOT Evangelical HH	1,059	227	21.48%
Religious But NOT Evangelical %	10.48%	12.24%	116.81
Spiritual But NOT Relig or Evang HH	926	221	23.91%
Spiritual But NOT Relig or Evang %	9.17%	11.92%	130.01
Not Evangelical, Not Interested HH	3,668	703	19.16%
Not Evangelical, Not Interested %	36.31%	37.83%	104.18

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	50	4	8%
Active ALSBOM Attenders	3,366	925	27.48%
Active Evangelical Households	2,099	333	15.87%
Active Evangelical Percent	20.78%	17.93%	86.29
Inactive Evangelical Households	2,365	375	15.85%
Inactive Evangelical Percent	23.41%	20.18%	86.2
# New Churches Needed	0	0	0%

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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		CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	East Centre	0.92 mi	180	Declining	16	Yellow Creek	5.94 mi	88	Declining
2	Pine Grove	1.29 mi	371	Plateauing	17	Enon Grove	6.03 mi	87	Growing
3	Centre First	1.34 mi	344	Growing	18	Leesburg	6.45 mi	15	Declining
4	Sand Valley	1.98 mi	30	Plateauing	19	Servant's Heart	6.58 mi	26	Growing
5	Tates Chapel	3.07 mi	111	Plateauing	20	Alexis	7.37 mi	28	Growing
6	Moshat	3.40 mi	35	Growing	21	New Bethel	7.72 mi	70	Growing
7	Providence	4.27 mi	45	Declining	22	Shady Grove	7.74 mi	44	Plateauing
8	Parkers Grove	4.37 mi	25	Declining	23	Little River Missionary	8.08 mi	50	Growing
9	Round Mountain	4.48 mi	28	Declining	24	Victory	8.22 mi	89	Plateauing
10	Calcedonia	4.78 mi	32	Growing	25	Unity	8.44 mi	41	Declining
11	Melrose	5.14 mi	27	Declining	26	Demaris	8.56 mi	36	Plateauing
12	Cedar Bluff First	5.16 mi	160	Plateauing	27	Sardis Hill	8.59 mi	42	Growing
13	Shiloh	5.17 mi	28	Growing	28	Friendship	8.66 mi	61	Declining
14	Unity Hill	5.42 mi	58	Plateauing	29	Sand Rock	8.94 mi	148	Plateauing
15	Noah	5.59 mi	69	Plateauing	30	New Prospect 2	9.20 mi	53	Plateauing

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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 chruches 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 Demoscape 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	19,543	3,843	19.66%
2000 Population	23,988	4,446	18.53%
2010 Population	24,435	4,417	18.08%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	7,466	1,521	20.37%
2000 Households	9,719	1,833	18.86%
2010 Households	10,102	1,858	18.39%

Location Types in this MissionSite
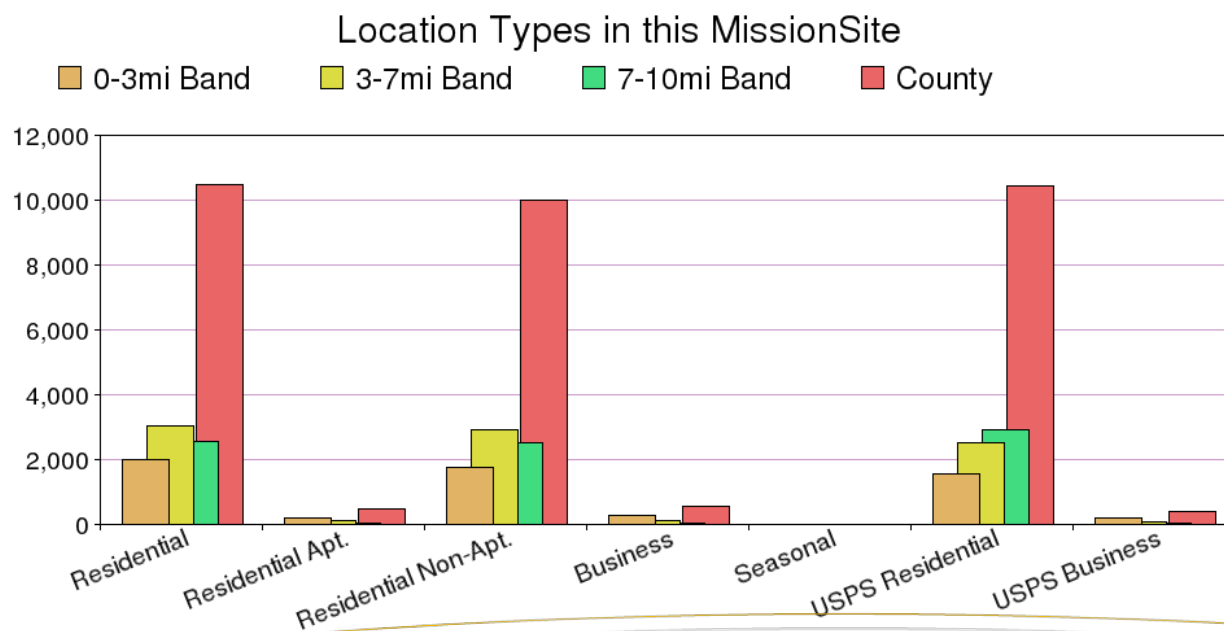
Location Type	0-3mi Band
Residential	1,984
Residential Apt.	214
Residential Non-Apt.	1,770
Business	293
Seasonal	0
USPS Residential	1,561
USPS Business	188

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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.

Age Group Percentages

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	4.27%	4.28%	100.23
4-5 Years	2.19%	1.65%	75.34
6-8 Years	3.33%	3.12%	93.69
9-11 Years	3.49%	2.78%	79.66
12-13 Years	2.4%	2.08%	86.67
14-17 Years	4.73%	3.76%	79.49
18-19 Years	2.36%	2.24%	94.92
0-5 Years	6.46%	5.93%	91.8
6-12 Years	8.02%	6.93%	86.41
13-19 Years	8.29%	7.06%	85.16
< 20 Years	22.77%	19.92%	87.48
20-34 Years	16.2%	14.67%	90.56
35-44 Years	12.73%	11.23%	88.22
45-64 Years	28.4%	27.35%	96.3
65-74 Years	11.58%	13.92%	120.21
75+ Years	8.32%	12.86%	154.57
Median Age	44	46	105.97
Median Age (Male)	42	44	103.6
Median Age (Female)	45	50	110.29
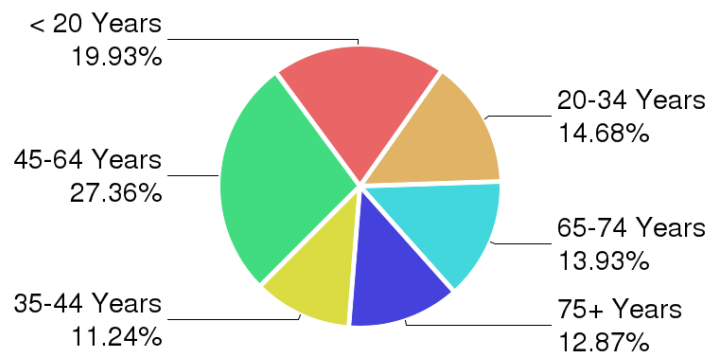
Current Demographic Summary

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	91.93%	90.08%	98
Black, African-American	5.66%	7.43%	131.3
Native American	0.3%	0.27%	89.71
Asian	0.4%	0.45%	112.9
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.71%	1.74%	101.66
Hispanic	0%	1.29%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	17,632	3,332	
Less than 9th Grade	7.91%	8.43%	93.75
No High School Diploma	20.08%	19.15%	104.88
High School Graduate	36.83%	31.15%	118.21
Some College, no degree	21.38%	22.84%	93.59
Associate Degree	4.67%	3.99%	116.94
College Degree	5.11%	8.13%	62.83
Graduate/Prof. degree	4.03%	6.3%	63.98

Race/Ethnicity Comparison
☐ County Percents ☐ Site Percents
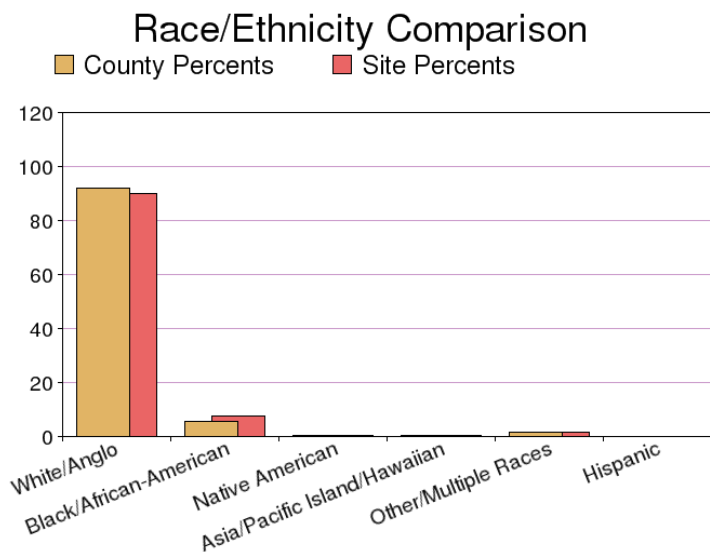
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Current Demographic Summary

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	9%	12.59%	206.54
$10,000 to $19,999	15.38%	13.02%	84.67
$20,000 to $29,999	12.01%	11.89%	99.06
$30,000 to $49,999	21.94%	17.33%	79
$50,000 to $59,999	8.72%	7.43%	85.17
$60,000 to $69,999	7.69%	8.18%	106.36
$70,000 to $79,999	7.82%	8.45%	108.05
$80,000 to $89,999	5.81%	7.32%	125.97
$90,000 to $99,999	3.26%	4.14%	127.25
$100,000 to $124,999	3.85%	4.79%	124.39
$125,000 to $149,999	1.17%	1.78%	152.05
$150,000 to $199,999	2.16%	1.99%	92.28
$200,000 to $249,999	0.35%	0.11%	31.07
$250,000 or more	0.85%	0.97%	113.8
Median Household	42,575	46,076	108.22
Average Household	52,865	55,300	104.61
Per Capita Household	22,177	23,275	104.95
Family/Non-Family Household Income			
Median Family Income	50,423	60,388	119.76
Average Family Income	60,708	63,815	105.12
Median Non-Family Income	17,156	18,431	107.43
Average Non-Family Income	26,381	25,995	98.54

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Current Demographic Summary

A current year demographic summary of household types, houseing 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	77.15%	72.77%	94.31
Families with Children	31.28%	27.13%	86.72
Families without Children	45.87%	45.64%	99.5
Non-Family Households			
% Non-Family Households	22.85%	27.23%	119.2
Non-Families with Children	0.14	0.16	116.51
Non-Families without Children	22.71	27.07	119.22
Housing Units			Index
Total Housing Units	14,771	2,349	
Vacant percent	31.61%	20.9%	66.13
Owned percent	53.73%	51.72%	96.27%
Rented Percent	14.66%	27.37%	186.67
Households by Size			Index
Avg household size	2.38	2.24	94.12
Avg family hh size	2.76	2.68	97.1
Avg non-family hh size	1.12	1.08	96.43
Households By Count of Persons			Percent
One	2,097	464	22.13%
Two	4,329	794	18.34%
Three or Four	3,159	516	16.33%
Five+	517	85	16.44%

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Projected Demographic Summary

The population and household figures from IICM's Demoscape 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	19,543	3,843	19.66%
2000 Population	23,988	4,446	18.53%
2010 Population	24,435	4,417	18.08%
2015 Population	24,366	4,381	17.98%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	7,466	1,521	20.37%
2000 Households	9,719	1,833	18.86%
2010 Households	10,102	1,858	18.39%
2015 Households	10,132	1,854	18.3%

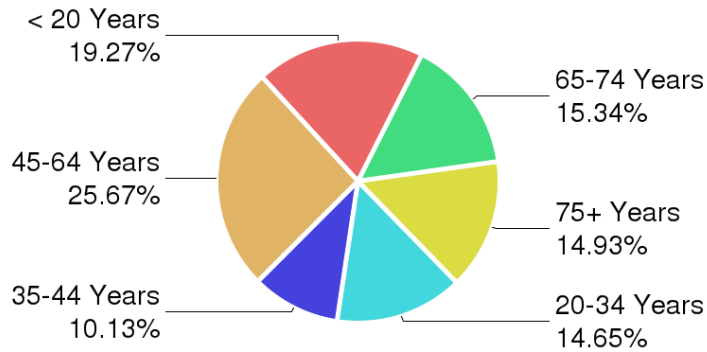Household Change from 1985 to 2030
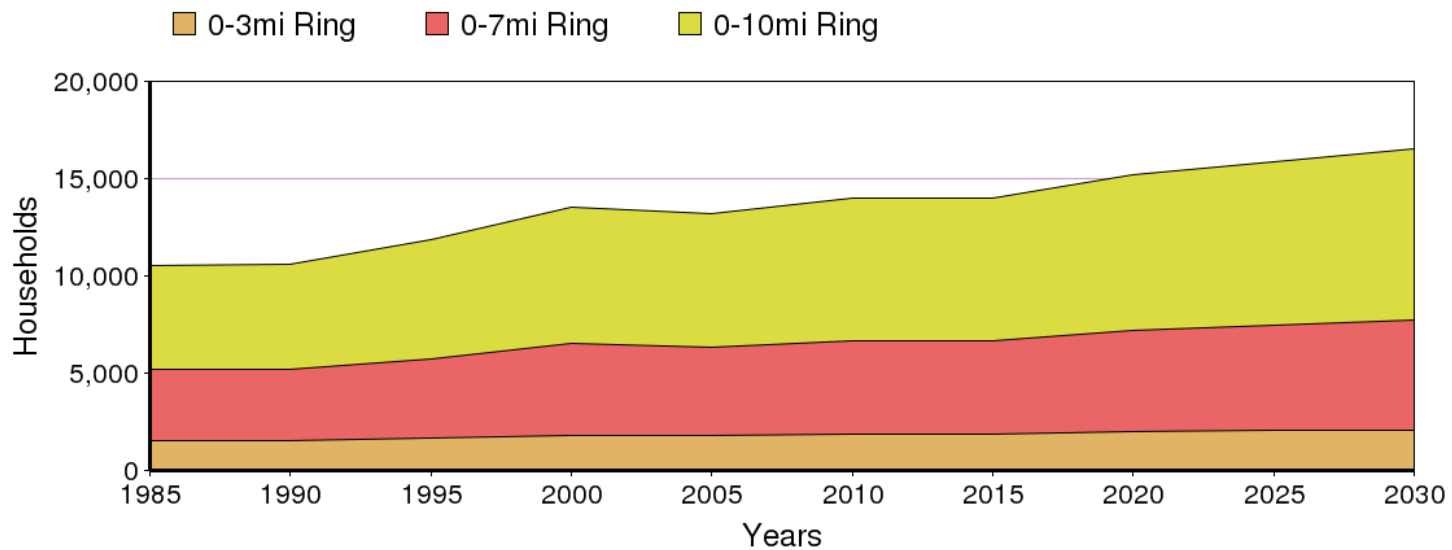
Projected Demographic Summary

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	4.28%	4.59%	107.24
4-5 Years	1.65%	1.51%	91.52
6-8 Years	3.12%	2.72%	87.18
9-11 Years	2.78%	2.44%	87.77
12-13 Years	2.08%	1.73%	83.17
14-17 Years	3.76%	3.93%	104.52
18-19 Years	2.24%	2.35%	104.91
0-5 Years	5.93%	6.09%	102.7
6-12 Years	6.93%	5.96%	86
13-19 Years	7.06%	7.21%	102.12
< 20 Years	19.92%	19.26%	96.69
20-34 Years	14.67%	14.65%	99.86
35-44 Years	11.23%	10.13%	90.2
45-64 Years	27.35%	25.66%	93.82
65-74 Years	13.92%	15.34%	110.2
75+ Years	12.86%	14.93%	116.1
Median Age	44	49	112.74
Median Age (Male)	42	46	108.5
Median Age (Female)	45	52	115.06

Projected Age Group Percentages

- < 20 Years 19.27%
- 65-74 Years 15.34%
- 45-64 Years 25.67%
- 75+ Years 14.93%
- 35-44 Years 10.13%
- 20-34 Years 14.65%

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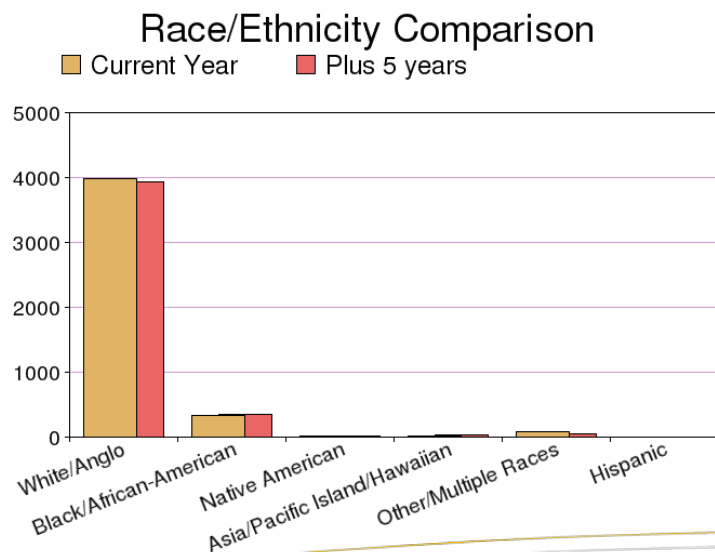for Contextual Ministry

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.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	90.08%	89.96%	99.86
Black, African-American	7.43%	7.94%	106.97
Native American	0.27%	0.27%	100.82
Asian	0.45%	0.64%	141.15
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.74%	1.19%	68.09
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,332	3,302	
Less than 9th Grade	8.43%	6.36%	75.41
No High School Diploma	19.15%	17.75%	92.68
High School Graduate	31.15%	31.95%	102.56
Some College, no degree	22.84%	25.95%	113.64
Associate Degree	3.99%	4.06%	101.67
College Degree	8.13%	7.84%	96.44
Graduate/Prof. degree	6.3%	6.09%	96.58

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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	12.59%	10.14%	80.52
$10,000 to $19,999	13.02%	11.6%	89.03
$20,000 to $29,999	11.89%	10.79%	90.69
$30,000 to $49,999	17.33%	17.04%	98.35
$50,000 to $59,999	7.43%	7.34%	98.76
$60,000 to $69,999	8.18%	8.74%	106.81
$70,000 to $79,999	8.45%	9.65%	103.41
$80,000 to $89,999	7.32%	8.47%	112.74
$90,000 to $99,999	4.14%	4.58%	110.63
$100,000 to $249,999	4.79%	5.56%	115.98
$125,000 to $149,999	1.78%	1.94%	109.33
$150,000 to $199,999	1.99%	2.32%	116.47
$200,000 to $249,999	0.11%	0.11%	100.22
$250,000 or more	0.97%	1.29%	133.62
Median Household	46,076	53,014	115.06
Average Household	55,300	59,809	108.15
Per Capita Household	23,275	25,324	108.8
Family/Non-Family Household Income			
Median Family Income	60,388	64,654	107.06
Average Family Income	63,815	68,882	107.94
Median Non-Family Income	18,431	21,191	114.97
Average Non-Family Income	25,995	25,736	99
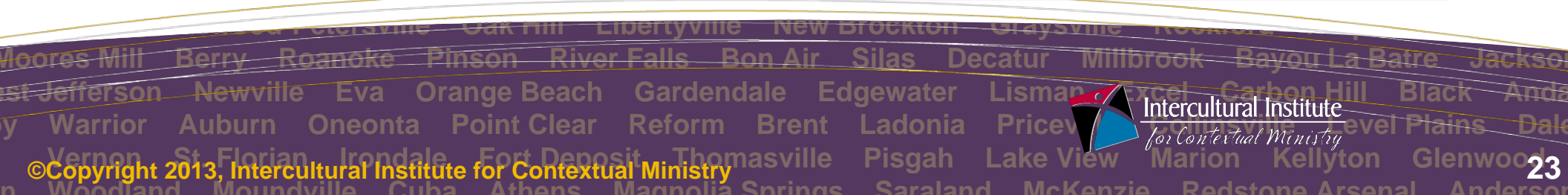
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Projected Demographic Summary

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	72.77%	73.89%	101.55
Families with Children	27.13	26.97	99.42
Families without Children	45.64	46.71	102.34
Non-Family Households			
% Non-Family Households	27.23%	26.11%	95.86
Non-Families with Children	0.16	0.11	95.86
Non-Families without Children	27.07	26	96.03
Housing Units			
Total Housing Units	2,349	2,345	99.83%
Vacant percent	20.9%	20.94%	100.17
Owned percent	51.72%	51.94%	100.42
Rented Percent	27.37%	27.12%	99.08
Households by Size			
Avg household size	2.24	2.23	99.55%
Avg family hh size	2.68	2.64	98.51%
Avg non-family hh size	1.08	1.05	97.22%
Households By Count of Persons			
One	464	442	95.26%
Two	794	826	104.03%
Three or Four	516	512	99.22%
Five+	85	73	85.88%

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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	62	75	104
Northern Europe	0	11	14
Western Europe	0	16	0
Southern Europe	0	0	0
Eastern Europe	16	10	20
Other Europe	0	0	0
Eastern Asia	23	9	5
So. Central Asia	0	0	0
SE Asia	17	2	0
Western Asia	0	0	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	2	9
Caribbean	6	0	0
Central Amer.	0	10	53
South America	0	15	0
North America	0	0	3
Born at sea	0	0	0

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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	5,189	5,630	6,230
Spanish	48	131	91
Other Indo-Euro language	27	23	35
French (incl. Patois, Cajun)	6	3	4
French Creole	0	0	0
Italian	0	0	1
Portuguese	0	0	0
German	14	18	18
Yiddish	0	0	0
Other West Germanic	7	1	1
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	1	11
Asian/PI languages	0	0	0
Chinese	0	0	6
Japanese	0	0	0
Korean	16	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	9	0	0
Other Asian	0	0	0
Tagalog	0	3	0
Other Pacific Is	0	0	0
Other languages	0	0	54
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	0	0	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	54

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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	3,500	3,923	4,415
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	37	3	5
Canadian	0	3	5
Croatian	0	0	0
Czech	0	0	0
Czechoslovak	0	0	0
Danish	0	3	0
Dutch	14	52	66
English	330	300	319
European	10	28	20
Finnish	0	0	0
French (not Basque)	5	6	8
French Canadian	0	1	0
German	127	141	202
Greek	0	1	1
Hungarian	0	1	2
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	276	318	404
Italian	20	20	31
Lithuanian	0	0	0
Norwegian	0	5	13
Polish	14	11	11
Portuguese	0	0	0
Romanian	0	10	17
Russian	0	0	0
Scandinavian	0	0	0
Scotch-Irish	39	61	36
Scottish	44	34	53
Slovak	0	0	0
Subsaharan African	21	13	29
Swedish	0	1	1
Swiss	0	0	0
Ukrainian	0	0	0
US/American	1,720	2,221	2,334
Welsh	15	14	21
West Indian	10	4	7
Yugoslavian	0	0	0
Other	819	671	830

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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 Demoscape 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?

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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 "Evangelscape 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 Evangelscape 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.

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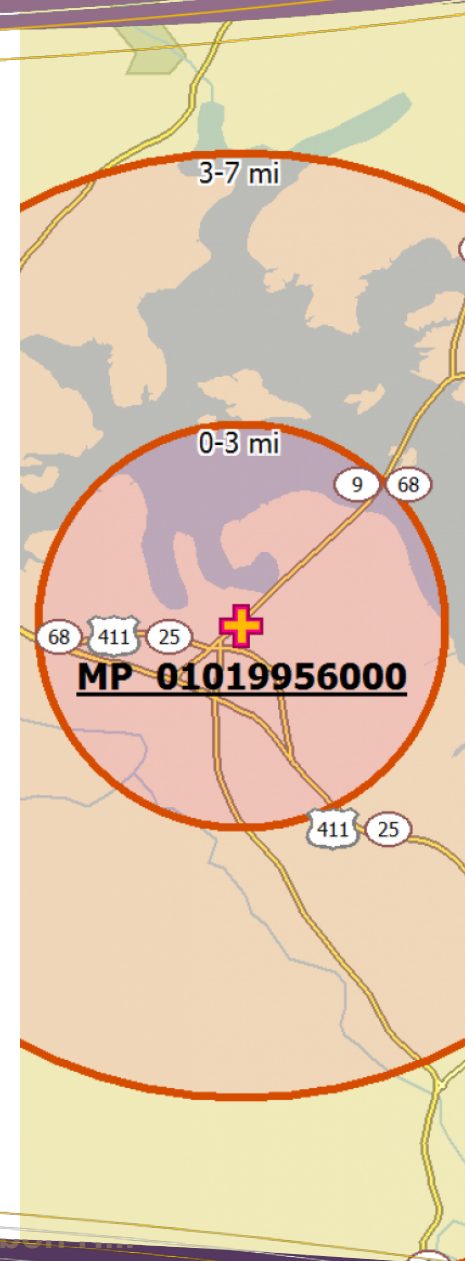
Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,858	100%	1,154	100%
AFFLUENT SUBURBIA	13	0.7%	9	0.78%
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	13	0.7%	9	0.78%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	128	6.89%	86	7.45%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	128	6.89%	86	7.45%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	80	4.31%	51	4.42%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	80	4.31%	51	4.42%
Mid-Market Enterprise	0	0%	0	0%

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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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,858	100%	1,154	100%
BLUE COLLAR BACKBONE	115	6.19%	78	6.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	1	0.05%	1	0.09%
Lower Income Essentials	71	3.82%	48	4.16%
Small Town Endeavors	43	2.31%	29	2.51%
AMER. DIVERSITY	238	12.81%	178	15.42%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	18	0.97%	12	1.04%
Professional Urbanites	138	7.43%	100	8.67%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	4	0.22%	3	0.26%
Mature America	78	4.2%	63	5.46%
METRO FRINGE	261	14.05%	180	15.6%
Steadfast Conservative	116	6.24%	79	6.85%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	145	7.8%	101	8.75%

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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	1,858	100%	1,154	100%
REMOTE AMERICA	294	15.82%	179	15.51%
Hardy Rural Fam.	223	12%	136	11.79%
Rural Southern Living	0	0%	0	0%
Coal & Crops	71	3.82%	43	3.73%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	95	5.11%	70	6.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	78	4.2%	58	5.03%
Stable Careers	17	0.91%	12	1.04%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	377	20.29%	170	14.73%
Industrious Country Living	17	0.91%	12	1.04%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	56	3.01%	33	2.86%
Hinterland Fam.	304	16.36%	125	10.83%

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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	1,858	100%	1,154	100%
STRUGGLING SOCIETIES	250	13.46%	147	12.74%
Rugged Southern Style	246	13.24%	144	12.48%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	4	0.22%	3	0.26%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	9	0.48%	6	0.52%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	9	0.48%	6	0.52%
Getting By	0	0%	0	0%
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%

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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?
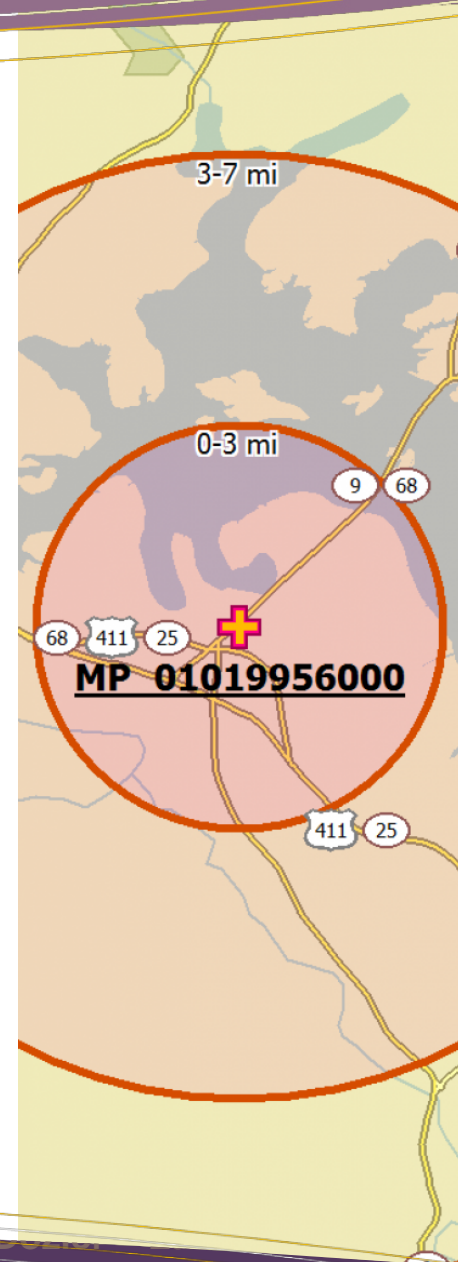
Potential Cultural Bridges

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, lignuistic, 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 comunity 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	72%	71%	71%
Use Comp. for Internet/E-mail	52%	52%	51%
Internet Use: E-Mail	44%	43%	42%
Use Comp. for Comp. Games	36%	36%	36%
Use Comp. for Word Processing	35%	33%	32%
Use Comp. for Shopping	31%	31%	32%
Use Comp. for Digital Camera Photo Editing	29%	29%	28%
Use Comp. for Education	26%	25%	25%
Use Comp. for Banking	24%	24%	25%
HH Owns DVD Player	24%	24%	24%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	22%	20%	20%
Internet Use: Banking	21%	22%	23%
Use Comp. for News/Info./Data Service	17%	17%	16%
PC-Network-HH Has One	15%	16%	17%
Use Comp. for Accounting	12%	12%	12%
Use Comp. for Filing/DB Mngmnt	12%	11%	11%
Use Comp. for Personal Financial Mngmnt	11%	11%	10%
Internet Use: Research/ Education	11%	10%	10%
Internet Use: Shopping: Made A Purchase	10%	10%	11%
Internet Use: Shopping: Gathered Info. for Shopping	10%	9%	9%

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	64%	63%	64%
Dining Out (Not Fast Food)	54%	52%	52%
Reading Books	53%	50%	49%
Card Games	42%	42%	42%
Gardening	37%	39%	39%
Cooking for Fun	32%	31%	30%
Go To A Beach/Lake	32%	32%	32%
Board Games	30%	31%	32%
Photography	18%	18%	18%
Visit Museum	17%	15%	14%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	70%	68%	67%
Gen./Fam. Practitioner	42%	39%	39%
Dentist	26%	23%	22%
Backache	23%	22%	22%
Hypertension/High Blood Pressure	22%	22%	21%
Eye Dr.	22%	19%	19%
Any Arthritis	20%	19%	19%
None Of These	18%	20%	20%
High Cholesterol	18%	17%	17%
Overweight (30 Pounds Or More)	15%	15%	15%

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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	22.76%	20.96%	20.23%
Live Theater	17.57%	15.37%	14.51%
Live Theater Most Often	14.97%	12.91%	12%
Rock/Pop Concerts Most Often	10.49%	9.82%	9.88%
Country Concerts Most Often	7.35%	7.17%	6.9%
Dance Performance	6.9%	5.99%	5.39%
Movies: Comedy	34.78%	34.34%	34.22%
Movies: Action/Adventure	34.53%	33.86%	33.21%
Movies: Fam.	18.94%	17.72%	17.07%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	17.75%	17.08%	16.43%
Movies: Romantic Comedy	17.39%	16.85%	16.51%
Movies: Mystery	14.42%	13.61%	13.23%
College Football Reg. Season	5.96%	5.8%	5.67%
MLB Baseball Reg. Season	5.75%	5.49%	5.24%
NFL Football Reg. Season	4.55%	4.52%	4.41%
College Basketball Reg. Season	3.59%	3.56%	3.44%
Auto Racing Events	3.03%	3.33%	3.41%
Rodeo	2.77%	2.72%	2.7%

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	38.81%	37.68%	36.87%
Swimming	31.97%	32.53%	32.72%
Freshwater Fishing	23.45%	26.62%	27.7%
Bowling	20.81%	21.09%	21.29%
Camping Trips	20.23%	22.98%	24.02%
Billiards/Pool	16.28%	16.94%	17.17%
Hunting	15.45%	18.52%	19.54%
Basketball	13.76%	14.57%	14.98%
Golf	13.21%	12.07%	11.76%
Jogging/Running	12.02%	11.59%	11.11%
Weight Training	11.65%	11.27%	11.36%
Mountain/Road Biking	11.53%	11.76%	11.7%
Target Shooting	11.21%	12.4%	12.9%
Using Cardio Machine	10.43%	9.54%	9.18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	10.39%	10.82%	11%
Power Boating	10.33%	10.51%	9.86%
Stationary Cycling	10.28%	10.14%	10%
Baseball	10.2%	10.5%	10.77%
Canoeing/Kayaking	8.91%	9.74%	9.23%
Football	8.41%	8.93%	9.39%
Saltwater Fishing	8.1%	8.55%	8.7%
Aerobics	8.04%	7.53%	7.41%
Horseback Riding	7.44%	8.51%	8.72%
Volleyball	7.05%	7.59%	7.92%
Softball	6.91%	7.34%	7.17%
Motorcycling	6.25%	6.45%	6.42%
Fly Fishing	5.94%	6.36%	6.51%
Tennis	5.88%	5.61%	5.82%

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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
Archery	5.71%	6.5%	6.95%
Soccer	5.51%	5.31%	5.24%
Yoga	5.38%	5.03%	4.78%
Water Skiing	5.09%	5.79%	5.75%
Roller Skating	4.76%	4.93%	4.89%
Downhill & X-Country Skiing	4.67%	4.58%	4.37%
Ice Skating	4.56%	4.55%	4.38%
Jet Skiing	4.37%	4.73%	4.9%
Snorkeling	4.28%	4.55%	4.7%
Snowmobiling	4.26%	4.52%	4.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Sailing	3.88%	3.89%	3.67%
Auto Racing	3.74%	3.72%	3.64%
Skateboarding	3.59%	3.84%	4%
Hockey	3.35%	3.27%	3.37%
Martial Arts	3.33%	3.66%	3.95%
Racquetball	3.27%	3.18%	3.17%
Rock Climbing	3.25%	3.13%	3.14%
Snowboarding	3.12%	2.92%	2.87%
Rowing	2.64%	2.76%	2.75%
Surfing & Windsurfing	2.61%	2.62%	2.59%

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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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
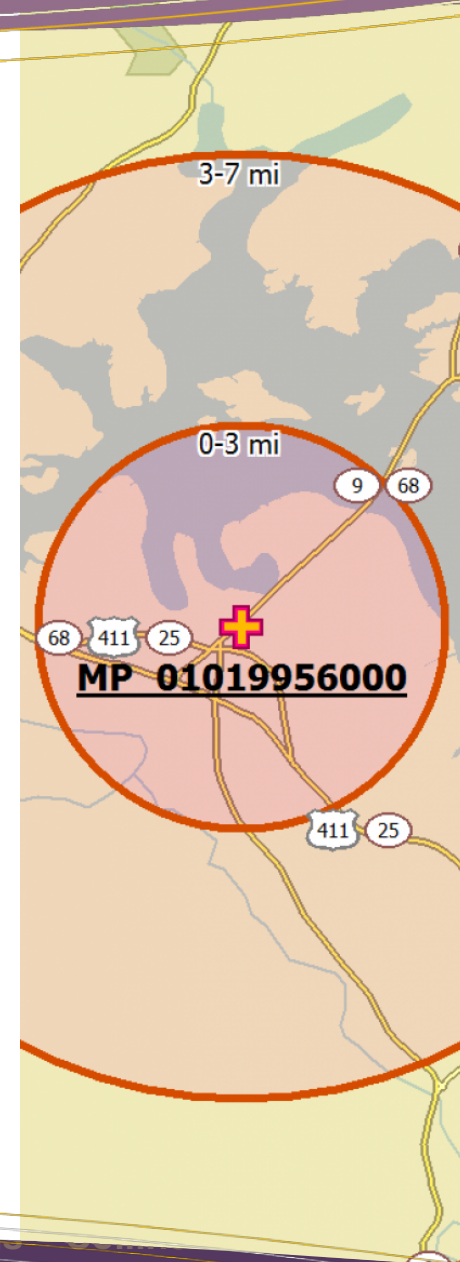
Potential Cultural Barriers -- Introduction (part 2)

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.

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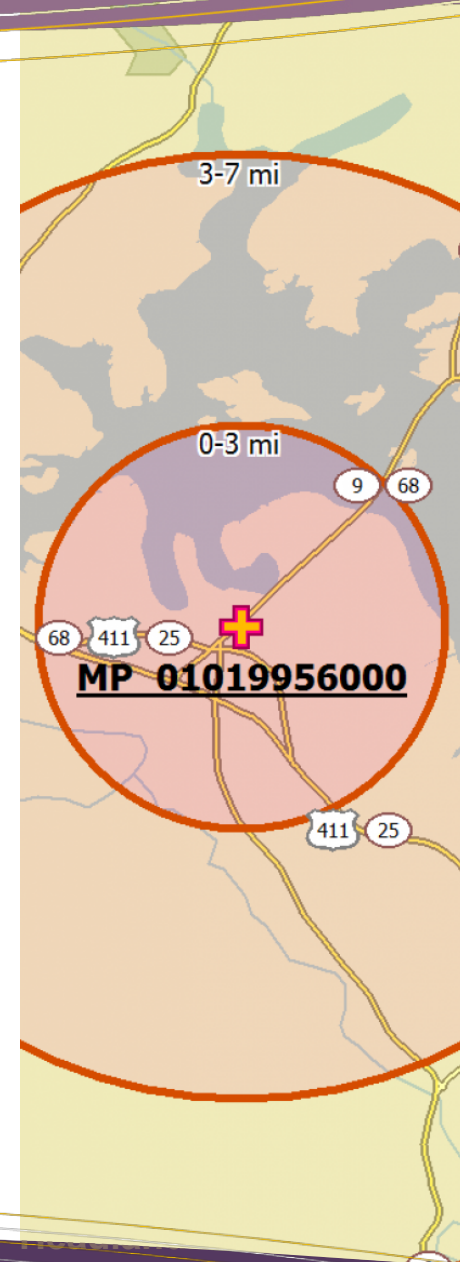
Potential Cultural Barriers:

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	52%	52%
Find It Difficult To Say No To My Kids	37%	39%	40%
Woman's Place Is In The Home	36%	36%	37%
Speak My Mind Even If It Upsets People	36%	36%	36%
Like Control Over People And Resources	34%	34%	34%
Like To Do Unconventional Things	32%	31%	31%
Prefer To Have Few Possessions As Possible	30%	27%	26%
Don't Judge People/Way They Live Life	28%	28%	27%
Money Is Best Measure Of Success	28%	28%	27%
Friends More Important Than My Fam.	24%	21%	21%
If Won Lottery Would Never Work Again	23%	21%	21%
Too Much Sponsorship In Arts/Sports	22%	23%	24%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	22%
Marijuana Should Be Legalized	19%	18%	17%
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Rarely Sit Down to a Meal Together At Home	18%	18%	19%
Only Work Current Job for The Money	16%	16%	16%
I Am A Workaholic	15%	15%	15%
Happy With My Standard Of Living	12%	11%	11%
We Should Strive for Equality for All	11%	11%	11%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	7%	8%
Very Happy With My Life As It Is	6%	6%	6%

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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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

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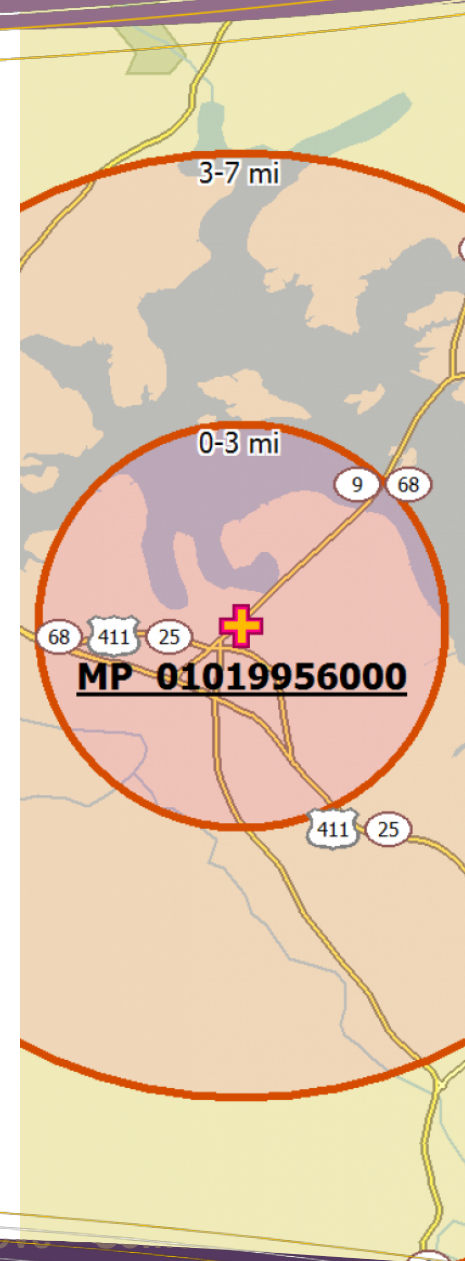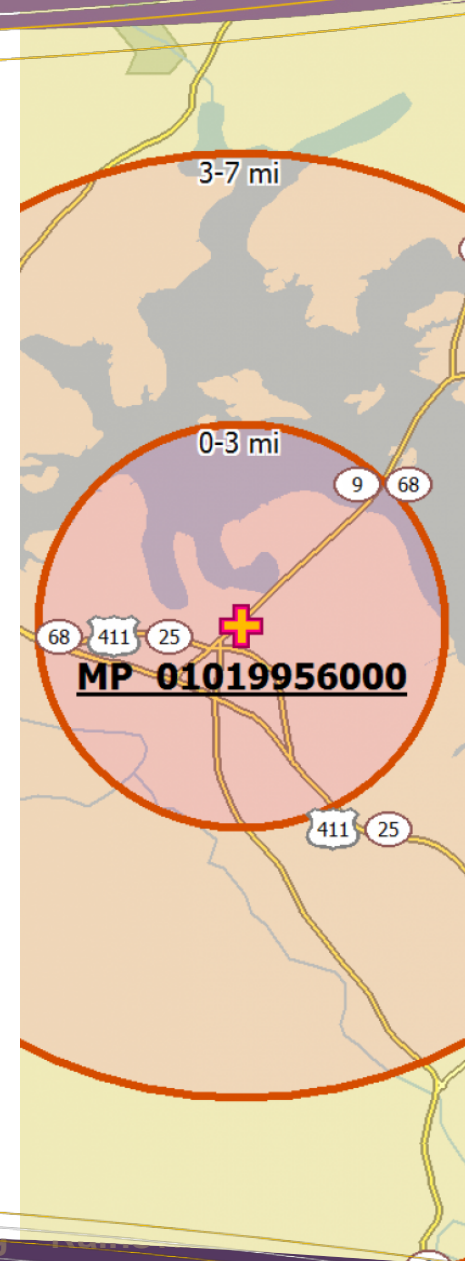
Potential Cultural Themes:

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	57%	57%	58%
You Should Seize Opportunities In Life	56%	54%	54%
Like To Understand About Nature	36%	34%	34%
Prefer Work Part Of Team Than Alone	35%	35%	35%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	32%	32%
Prefer To Have Few Possessions As Possible	30%	27%	26%
Good At Fixing Things	28%	28%	28%
Have Keen Sense Of Adventure	25%	25%	25%
Like To Just Enjoy Life	23%	21%	21%
Consider Myself Interested In The Arts	21%	20%	19%
People Have To Take Me As They Find Me	19%	18%	18%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	18%	19%	20%
Real Men Don't Cry	18%	17%	17%
Looking for New Ideas To Improve Home	16%	17%	17%
Worried About Pollution Caused By Cars	15%	15%	16%
Provide My Kids With The Little Extras	13%	13%	13%
Try Not To Worry About The Future	12%	12%	11%
Enjoy Spending Time With My Fam.	12%	13%	14%
Feel Very Alone In The World	6%	6%	6%
Children Should Be Allowed To Express Themselves	6%	6%	7%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	5%	6%
Decor Particular Interest To Me	4%	5%	5%

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Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 Restaurant-Visit Any	85.94%	87.17%	87.9%
Fam. Restaurants/Steak Houses-Visit Any	81.02%	80.67%	81.08%
McDonald's	55.47%	55.94%	55.7%
Burger King	37.55%	38.82%	39.5%
Subway	31.42%	32.13%	32.04%
Wendy's	28.09%	28.43%	28.91%
Kentucky Fried Chicken (KFC)	27.28%	28.76%	30.1%
Taco Bell	25.31%	24.96%	25.33%
Applebee's	25.06%	24.38%	24.51%
Pizza Hut	21.73%	22.66%	23.57%
Arby's	21.57%	21.51%	21.41%
Dairy Queen	21.08%	20.81%	20.57%

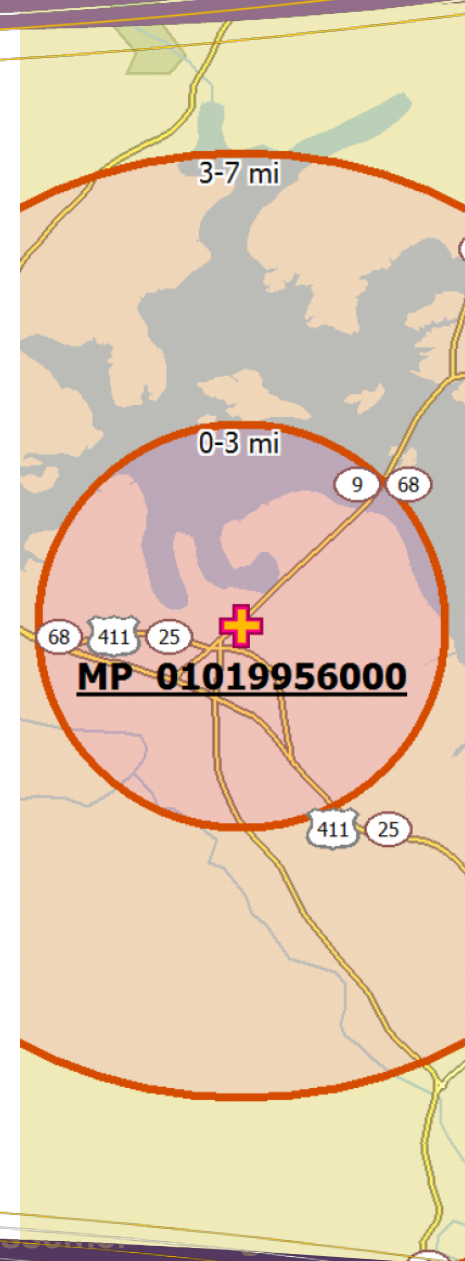| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	18.26%	17.16%	17.01%
Sonic	17.54%	19.04%	20.07%
Red Lobster	16.54%	15.71%	15.37%
Cracker Barrel	16.2%	16.22%	16.65%
Hardee's	13.4%	14.42%	15.54%
Outback Steakhouse	13.25%	12.54%	11.96%
Long John Silver's	12.02%	13.4%	14.21%
Domino's Pizza	11.39%	11.2%	11.32%
Denny's	10.82%	10.1%	9.72%
IHOP (International House Of Pancakes)	10.52%	9.56%	9.14%
Golden Corral	9.96%	10.51%	11.25%
Chick-Fil-A	9.91%	10.07%	10.47%

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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!

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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.
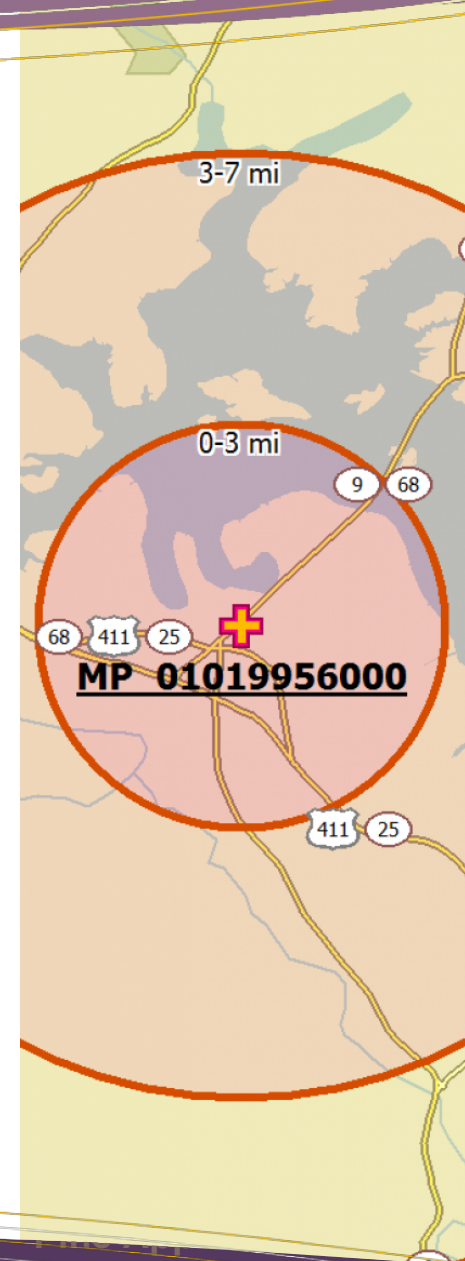
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	44.32%	42.12%	41.28%
Recycled products	29.9%	27.92%	26.84%
Worked as volunteer (non political)	16.44%	15.51%	15.05%
Engaged in fund raising	10.82%	10.73%	10.89%
Religious club member	8.3%	8.19%	8.22%
Church Board	5.8%	5.93%	6.02%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.66%	5.4%	5.23%
Wrote to editor of mag or newspaper	5.16%	4.92%	4.72%
Charitable Organization	5.1%	4.63%	4.57%
Took active part in local civic issue	4.86%	4.53%	4.28%
Union member	4.8%	4.64%	4.48%
Addressed a public meeting	4.76%	4.57%	4.48%

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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	15.75%	14.97%	14.39%
Children's Books	13.03%	12.77%	12.82%
Mystery	12%	11.16%	10.79%
Cookbooks	9.61%	9.48%	9.47%
Religious (not Bibles)	8.52%	8.82%	9.1%
Romance	7.53%	7.56%	7.64%
History	6.27%	5.94%	5.76%
Personal/Business	5.7%	5.29%	5.13%
Self-help			
Biography	5.66%	5.33%	5.19%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	58.94%	56.29%	55.33%
Gen. Editorial	43.13%	42.19%	41.7%
Womens	37.68%	37.04%	36.93%
Service	34.36%	34.25%	34%
Fishing/Hunting	16.44%	18.1%	18.42%
Mens	15.44%	14.79%	14.67%
Automotive	13.59%	14.23%	14.77%
Mature Market	13.53%	11.88%	11.02%
Business/Finance	13.35%	12.04%	11.59%

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 particpation 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	56.23%	54.79%	54.11%
Classified	36.3%	37.87%	38.23%
Editorial Page	31.78%	31.39%	31.15%
Sport	31.16%	29.71%	29.12%
Comics	28.73%	27.48%	26.82%
Business/Finance	25.28%	22.85%	21.55%
Food/Cooking	23.99%	22.56%	21.81%
TV/Radio Listings	23.18%	21.98%	21.35%
Movie Listings & Reviews	20.97%	19.64%	19.08%
Home/Gardening	19.42%	18.49%	18.04%
Travel	16.28%	14.53%	13.7%
Science/Technology	15.82%	14.61%	13.84%
Fashion	13.1%	12.48%	12.44%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	31.02%	34.18%	35.26%
Adult Contemporary	16.17%	16.03%	15.68%
CHR Contemp Hit Radio	14.81%	14.12%	14.03%
Oldies	10.03%	9.6%	9.38%
Classic Rock	9.74%	9.66%	9.6%
Rock	9.67%	9.1%	8.9%
Urban Contemporary	9.01%	9.32%	9.73%
News/Talk	8.79%	7.59%	7.02%
Religious	6.62%	6.73%	6.9%
Alternative	6.5%	6.37%	6.3%
Variety	5.8%	5.5%	5.15%
Soft Contemporary	4%	3.64%	3.68%
All Talk	3.56%	3.08%	2.94%
All News	3.45%	2.56%	2.26%
Gospel	3.33%	3.72%	4.18%
Classic Hits	3.04%	2.93%	3.01%
Jazz	3%	2.35%	2.21%
Adult Standards	2.87%	2.33%	2.16%

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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	62.72%	63.82%	63.73%
Satellite Dish	55.1%	56.14%	57.11%
Soapnet	48.96%	47.56%	47.16%
Other Video-On-Demand	47.24%	47.65%	47.6%
Sci-Fi Channel	37.17%	37.76%	37.32%
Adult Pay Per View TV	34.71%	36.33%	37.05%
MSNBC	32.4%	33.36%	33.24%
Subscribe Digital Cable	28.87%	28.3%	28.11%
Nickelodeon	28.66%	31.28%	32.12%
TV Info From Sunday TV Magazine	28.17%	27.45%	27.54%
Comedy Central	25.54%	22.63%	20.36%
Adult Swim	24.92%	25.06%	24.43%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Newspapers	24.56%	24.59%	24.44%
Nick At Nite	23.72%	24.83%	24.47%
USA Network	23.18%	22.25%	21.7%
TCM (Turner Classic Movies)	23.17%	22.93%	22.97%
BET (Black Entertainment TV)	23.06%	23.62%	22.7%
Hallmark Channel	22.41%	22.39%	22.51%
TV Info From Monthly Cable Guide	22.27%	22.35%	22.39%
TV Info From Other	20.58%	19.44%	18.87%
The Golf Channel	19.84%	19.31%	18.62%
Lifetime	18.78%	19.31%	19.23%
ESPN2	18.5%	18.23%	17.14%
Video-On-Demand Movies	17.46%	18.49%	19.65%

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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.
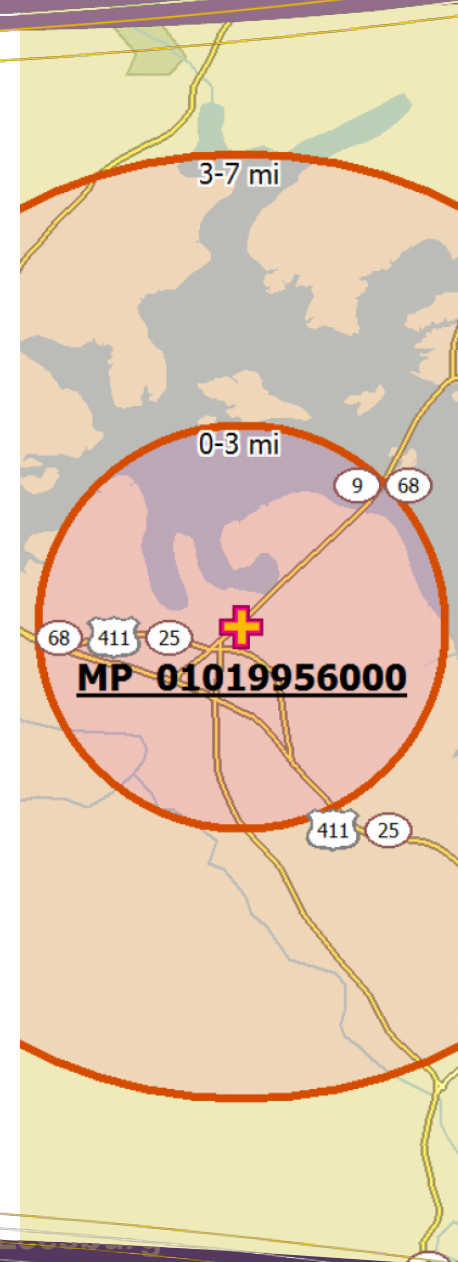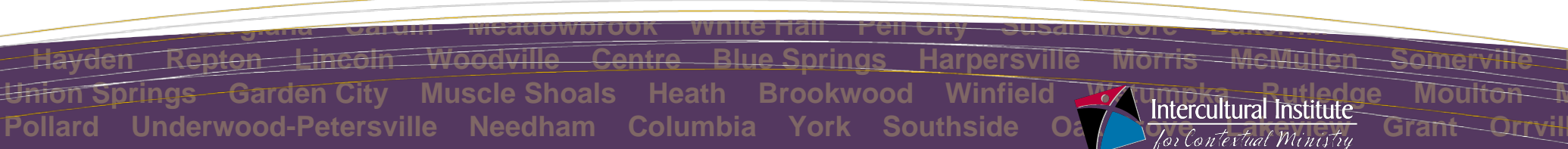
Potential Print Media Usage:

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+)	18.27%	18%	17.6%
Medium Users (4-6)	9.67%	9.25%	9.04%
Light Users (1-3)	20.07%	19.51%	19.62%
Quintiles (20%)			
Newspaper I (Heavy)	0.71%	0.9%	0.88%
Newspaper II	0.79%	0.74%	0.75%
Newspaper III	2.49%	2.48%	2.6%
Newspaper IV	0.24%	0.24%	0.25%
Newspaper V (Light)	1.62%	1.4%	1.4%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.63%	17.91%	17.92%
Magazines II	7.18%	7.63%	8.06%
Magazines III	9.51%	9.74%	9.87%
Magazines IV	10.08%	10.13%	10.13%
Magazines V (Light)	0.27%	0.19%	0.17%
Outdoor I (Heavy)	5.62%	5.37%	4.99%
Outdoor II	2.11%	2.35%	2.47%
Outdoor III	2.63%	2.53%	2.49%
Outdoor IV	20.12%	20.1%	20.45%
Outdoor V (Light)	27.32%	26.14%	25.76%
Yellow Pages I (Heavy)	16.17%	15.55%	15.39%
Yellow Pages II	4.81%	4.55%	4.49%
Yellow Pages III	4.33%	4.63%	4.65%
Yellow Pages IV	25.67%	25.73%	25.78%
Yellow Pages V (Light)	3.15%	2.96%	3.02%

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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 Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.59%	3.45%	3.31%
Drive Time III (Medium)	0.89%	1.13%	1.11%
Radio IV & V (Light)	2.44%	2.39%	2.54%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	7.4%	7.79%	7.92%
Radio III (Medium)	3.96%	3.91%	3.94%
Radio IV & V (Light)	2.19%	2.48%	2.47%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	10.97%	11.29%	11.61%
Cable III (Medium)	4.79%	4.8%	5.13%
Cable IV & V (Light)	35.05%	34.3%	33.29%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	5.06%	4.6%	4.57%
Prime Time III (Medium)	2.31%	2.1%	1.92%
Prime Time IV & V (Light)	6.57%	7.34%	7.72%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	42.74%	42.87%	42.97%
Fringe III (Medium)	57.89%	57.35%	57.82%
Fringe IV (Light)	58.07%	58.45%	58.68%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	15.34%	14.6%	14.49%
All Day III (Medium)	25.54%	26.95%	27.8%
All Day IV (Light)	10.74%	11.18%	10.8%

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]	11.37%	11.67%	11.04%
6:00am - 10:00am	13.46%	11.78%	10.33%
10:00am - 3:00pm	4.78%	4.63%	4.35%
3:00pm - 7:00pm	13.66%	14.15%	13.98%
7:00pm - Midnight	13.07%	12.35%	11.12%
Midnight - 6:00am	5.07%	4.95%	4.5%
Weekend Radio Listeners			
Dayparts [summary]	11.61%	11.89%	11.54%
6:00am - 10:00am	2.77%	2.48%	2.16%
10:00am-3:00pm	3.78%	3.17%	2.8%
3:00pm - 7:00pm	6.2%	6.05%	5.72%
7:00pm - Midnight	7.33%	7.56%	7.5%
Midnight - 6:00am	9.07%	8.95%	8.12%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.76%	6.11%	5.99%
Saturday: 8:00-11:00pm	6.8%	7.17%	7.1%
Sunday: 7:00-11:00pm	8.03%	8.65%	8.92%
9:00am-1:00pm	23.72%	24.83%	24.47%
9:00am-4:00pm	27.1%	28.49%	28.11%
4:00pm-7:00pm	24.46%	24.64%	24.3%
11:00pm-1:00am	38.43%	39.24%	38.83%
AVG Prime time Mon-Sun	2.17%	2.23%	2.17%

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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	14.49%	14.12%	13.33%
7-9am	18.5%	18.23%	17.14%
9am-12noon	20.16%	20.18%	19.46%
12noon-4pm	6.94%	8.31%	8.65%
4-6pm	39.99%	39.4%	39.51%
6-7pm	18.11%	20.02%	20.6%
7-7:30pm	1.24%	1.43%	1.36%
7:30-8pm	10.31%	10.37%	10.17%
8-11pm	5.76%	6.11%	5.99%
11pm-12am	32.4%	33.36%	33.24%
11pm-1am	38.43%	39.24%	38.83%
1-6am	24.96%	24.82%	23.61%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.1%	14.05%	13.62%
Sat: 10am-1pm	6.2%	6.58%	6.49%
Sat: 1-4pm	22.53%	22.09%	22.43%
Sat: 4-6pm	5.67%	5.42%	5.32%
Sat: 6-7pm	1.31%	1.24%	1.16%
Sat: 7-8pm	0.84%	1.04%	0.95%
Sat: 8-11pm	6.8%	7.17%	7.1%
Sat: 11pm-1am	3.86%	3.83%	3.75%
Sat: 1am-7pm	23.18%	22.25%	21.7%
Sun: 7-10am	1.92%	2.33%	2.65%
Sun: 10am-1pm	6.18%	6.53%	6.92%
Sun: 1-4pm	4.8%	5.3%	5.65%
Sun: 4-7pm	10.64%	10.88%	11.24%
Sun: 7-11pm	8.03%	8.65%	8.92%
Sun: 11pm-1am	2.75%	2.9%	2.81%
Sun: 1-7am	17.78%	17.9%	18.13%

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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.

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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 ths 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?

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Biblical Missional Multiplication

Biblical missional multiplication builds upon disciplemaking 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
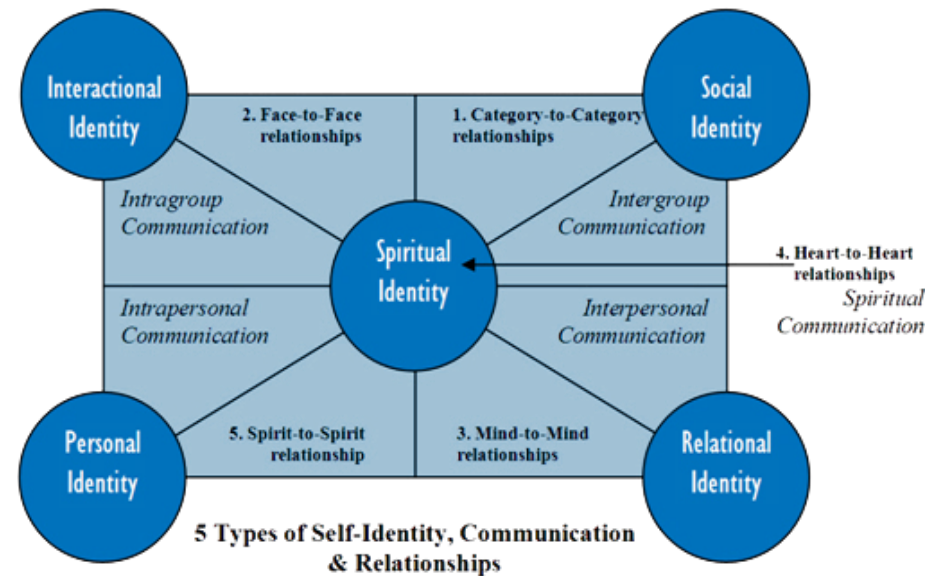*2nd Timothy 2:2*
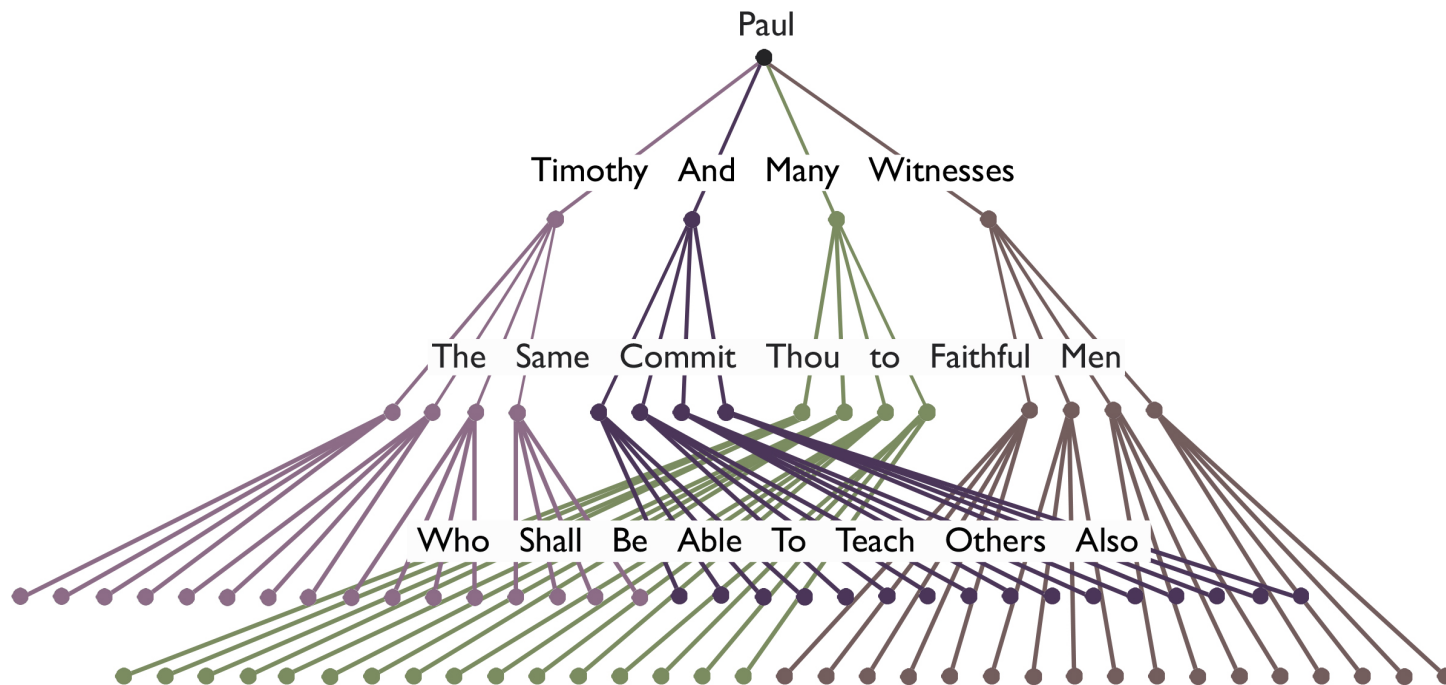
Establishing Redemptive Relationships

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.


5 Types of Self-Identity, Communication & Relationships

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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 spirituallity of this particular location. This report relects 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

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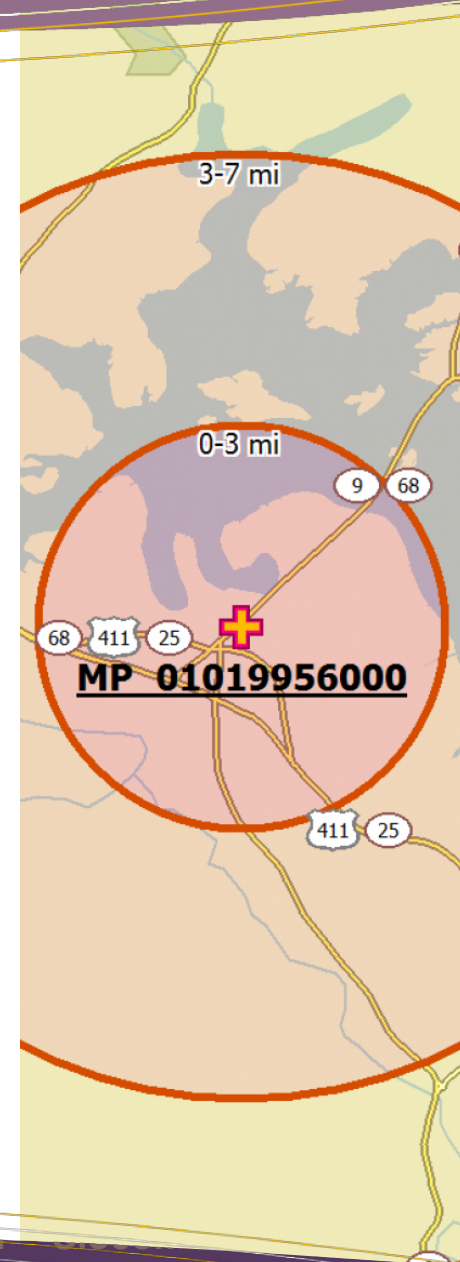
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

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APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	East Centre	1220 E Main St Centre, AL 35960	0.92 mi	180	Declining
2	Pine Grove	PO Box 7 Centre, AL 35960	1.29 mi	371	Plateauing
3	Centre First	373 E Main St Centre, AL 35960	1.34 mi	344	Growing
4	Sand Valley	3550 County Road 63 Centre, AL 35960	1.98 mi	30	Plateauing
5	Tates Chapel	PO Box 38 Centre, AL 35960	3.07 mi	111	Plateauing
6	Moshat	2855 US Highway 411 N Centre, AL 35960	3.40 mi	35	Growing
7	Providence	1045 County Road 164 Centre, AL 35960	4.27 mi	45	Declining
8	Parkers Grove	7480 County Road 59 Centre, AL 35960	4.37 mi	25	Declining
9	Round Mountain	6070 County Road 48 Cedar Bluff, AL 35959	4.48 mi	28	Declining
10	Calcedonia	16330 County Road 31 Centre, AL 35960	4.78 mi	32	Growing
11	Melrose	P O Box 492 Centre, AL 35960	5.14 mi	27	Declining
12	Cedar Bluff First	PO Box 488 Cedar Bluff, AL 35959	5.16 mi	160	Plateauing
13	Shiloh	5070 County Road 20 Leesburg, AL 35983	5.17 mi	28	Growing
14	Unity Hill	5855 Hwy 411 N Centre, AL 35960	5.42 mi	58	Plateauing
15	Noah	13395 Co Rd 31 Centre, AL 35960	5.59 mi	69	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Yellow Creek	130 Yellow Creek Church Rd Leesburg, AL 35983	5.94 mi	88	Declining
17	Enon Grove	PO Box 6 Cedar Bluff, AL 35959	6.03 mi	87	Growing
18	Leesburg	5455 Weiss Lake Blvd Leesburg, AL 35983	6.45 mi	15	Declining
19	Servant's Heart	100 Co Rd 92 Cedar Bluff, AL 35959	6.58 mi	26	Growing
20	Alexis	870 County Road 685 Centre, AL 35960	7.37 mi	28	Growing
21	New Bethel	9635 US Highway 411 N Centre, AL 35960	7.72 mi	70	Growing
22	Shady Grove	6020 County Road 5 Leesburg, AL 35983	7.74 mi	44	Plateauing
23	Little River Missionary	1675 County Road 59 Piedmont, AL 36272	8.08 mi	50	Growing
24	Victory	10070 Al Highway 35 Gaylesville, AL 35973	8.22 mi	89	Plateauing
25	Unity	85 County Road 744 Gaylesville, AL 35973	8.44 mi	41	Declining
26	Demaris	288 County Road 744 Gaylesville, AL 35973	8.56 mi	36	Plateauing
27	Sardis Hill	PO Box 463 Piedmont, AL 36272	8.59 mi	42	Growing
28	Friendship	181 County Road 701 Centre, AL 35960	8.66 mi	61	Declining
29	Sand Rock	2400 Sand Rock Ave Sand Rock, AL 35983	8.94 mi	148	Plateauing
30	New Prospect 2	65 County Road 741 Centre, AL 35960	9.20 mi	53	Plateauing

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	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	Gaylesville First	PO Box 56 Gaylesville, AL 35973	9.39 mi	25	Growing
32	Mt. Tabor	2631 Croft Ferry Rd Gadsden, AL 35903	9.54 mi	11	Plateauing
33	Welcome Hill	900 County Road 52 Fort Payne, AL 35967	9.62 mi	45	Declining
34	Slackland	75 County Road 20 Leesburg, AL 35983	9.84 mi	125	Growing
35	Fair Haven	PO Box 207 Cedar Bluff, AL 35959	10.29 mi	54	Declining
36	Sandy Creek	5405 County Road 22 Centre, AL 35960	10.48 mi	43	Growing
37	Mt. Zion	1741 County Rd 32 Collinsville, AL 35961	10.55 mi	34	Plateauing
38	Pleasant Valley 2	805 County Road 3 Collinsville, AL 35961	10.91 mi	36	Plateauing
39	Nazareth	6650 County Road 16 Centre, AL 35960	10.91 mi	45	Declining
40	Farill	13145 Al Highway 9 N Cedar Bluff, AL 35959	11.21 mi	30	Growing
41	Pisgah	3725 County Road 6 Piedmont, AL 36272	11.28 mi	62	Declining
42	New Bethel Southern Missionary	13000 Tabor Rd Collinsville, AL 35961	11.59 mi	51	Plateauing
43	Jones Chapel	43 Mosley Rd Piedmont, AL 36272	11.93 mi	0	Declining
44	Mt. Vernon	4370 County Road 822 Collinsville, AL 35961	12.12 mi	76	Declining
45	Bethel	6440 County Road 16 Centre, AL 35960	12.14 mi	18	Growing

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

In Partnership with:

Alabama Baptist Convention
State Board of Missions
This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

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