

# MissionSite

top unreached locations



CLANTON, AL

CENSUS TRACT: 01021060102

REGION: South Central Region

ASSOCIATION: Chilton

DISTRICT: 12: Central Black Belt District

COUNTY: Chilton

SITESCAPE: Townscape

DENSITY PATTERN: K

Alabama Baptist Convention  
State Board of Missions

**iMultiply**  
CONGREGATIONAL  
REPRODUCTION

In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



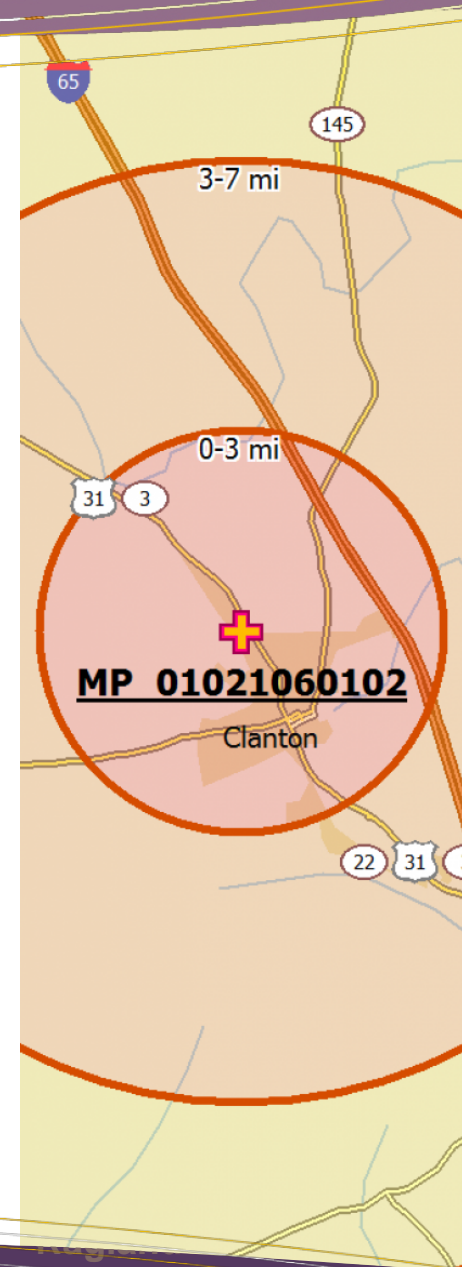
Intercultural Institute  
for Contextual Ministry



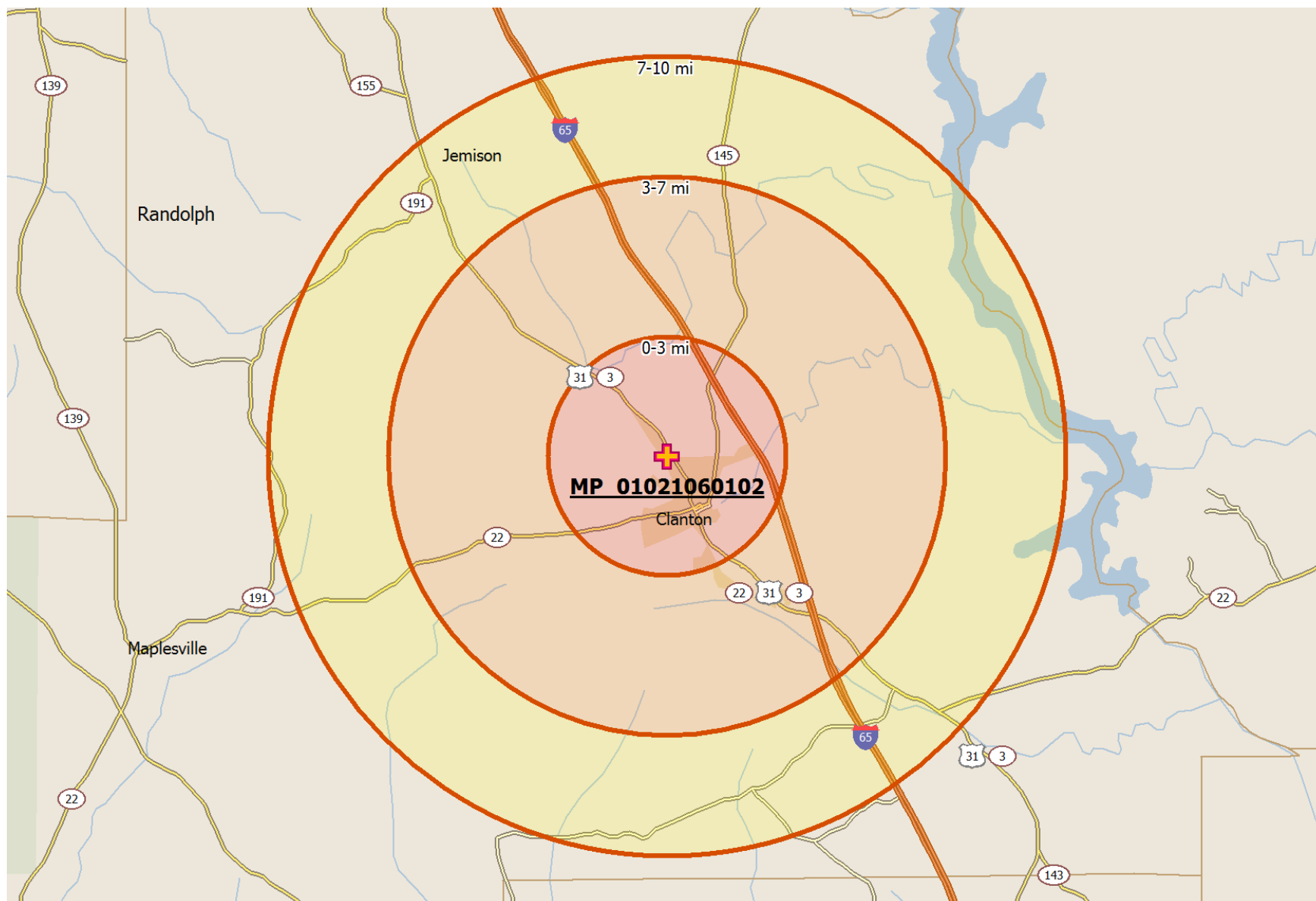
## Site Location Summary

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	0103	South Central Region
2	Association	1150	Chilton
3	District	12	Central Black Belt District
4	County Location	01021	Chilton
5	Zipcode	35045	Chilton
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	K	10000-50000-10000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

	RURAL / URBAN	COD E	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	1	Large-in a metro area with at least 1 million residents or more
3	Rural / Urban Continuum	1	County in metro area with 1 million population or more
4	NCHS Rural Urban Codes	2	Large Fringe Metro - counties in a metropolitan statistical area of 1 million or more population who do not qualify as large central
5	NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined rural territory that is less than or equal to 5 miles from an urbanized area, as well as rural territory that is less than or equal to 2.5 miles from an urban cluster.
6	IICM RUCA Values Index	52	Small town core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	7	Small town core: primary flow within an Urban Cluster of 2,500 to 9,999 (small urban cluster)
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	8,296	11,675	9,645
2010 Households	3,270	4,355	3,546
2010 Group Quarters Population	278	47	26

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	19	14
Language Diversity National Index	21	12	7
Foreign Born Diversity National Index	21	6	13
Ancestry Diversity National Index	40	40	45
Racial Diversity National Index	46	24	31

# Site Location Summary - County Environment

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

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

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



Intercultural Institute  
for Contextual Ministry



# 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	71	2.17%
Mainstay Communities	Established, Diverse Households	299	9.14%
Working Communities	Blue-collar, Working Families	1,295	39.6%
Country Communities	Rural, Agri. & Mining Families	674	20.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	237	7.25%
Urban Communities	High Density, Inner-city Neighborhoods	691	21.13%

# 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	9,501	2,144	22.56%
Unreached %	58.94%	65.55%	111.22
Religious But NOT Evangelical HH	2,164	558	25.8%
Religious But NOT Evangelical %	13.43%	17.08%	127.2
Spiritual But NOT Relig or Evang HH	1,305	303	23.24%
Spiritual But NOT Relig or Evang %	8.1%	9.28%	114.56
Not Evangelical, Not Interested HH	6,083	1,313	21.58%
Not Evangelical, Not Interested %	37.74%	40.14%	106.37



# 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	65	9	13.85%
Active ALSBOM Attenders	6,091	1,417	23.26%
Active Evangelical Households	3,942	669	16.97%
Active Evangelical Percent	24.46%	20.46%	83.67
Inactive Evangelical Households	2,676	455	17%
Inactive Evangelical Percent	16.60%	13.91%	83.79
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Northside	0.54 mi	22	Declining
2	Friendship	1.05 mi	99	Plateauing
3	Clanton First	1.63 mi	466	Plateauing
4	Primera Iglesia Hispana Bautista Del Condado	1.63 mi	23	Growing
5	Mt. Pleasant	1.67 mi	35	Plateauing
6	West End	1.79 mi	521	Plateauing
7	Lomax First	1.90 mi	16	Declining
8	Bell Lane	1.94 mi	135	Growing
9	New Covenant	2.28 mi	100	Declining
10	Concord	3.27 mi	77	Growing
11	New Salem	3.38 mi	24	Plateauing
12	Samaria	3.40 mi	67	Declining
13	Liberty Hill	3.70 mi	205	Declining
14	Highland	4.21 mi	96	Declining
15	Cane Creek	4.28 mi	49	Plateauing

	CHURCHES	DIST.	WRSHIP AVG	IICM CGR
16	Refuge	4.72 mi	46	Declining
17	Poplar Springs	5.15 mi	68	Growing
18	Thorsby First	5.55 mi	126	Growing
19	Maple Springs	5.58 mi	25	Growing
20	Collins Chapel	6.00 mi	94	Growing
21	Mineral Springs	6.19 mi	150	Plateauing
22	Mount Bethel	6.57 mi	85	Plateauing
23	Mt. Carmel 1	6.59 mi	94	Plateauing
24	Providence 2	6.81 mi	138	Plateauing
25	Pates Chapel	7.34 mi	174	Growing
26	Shiloh	7.68 mi	50	Declining
27	Old Macedonia	7.94 mi	35	Declining
28	Chestnut Creek	8.32 mi	184	Declining
29	Pleasant Hill	8.41 mi	62	Plateauing
30	Jemison First	8.59 mi	244	Plateauing



Intercultural Institute  
for Contextual Ministry



# 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.

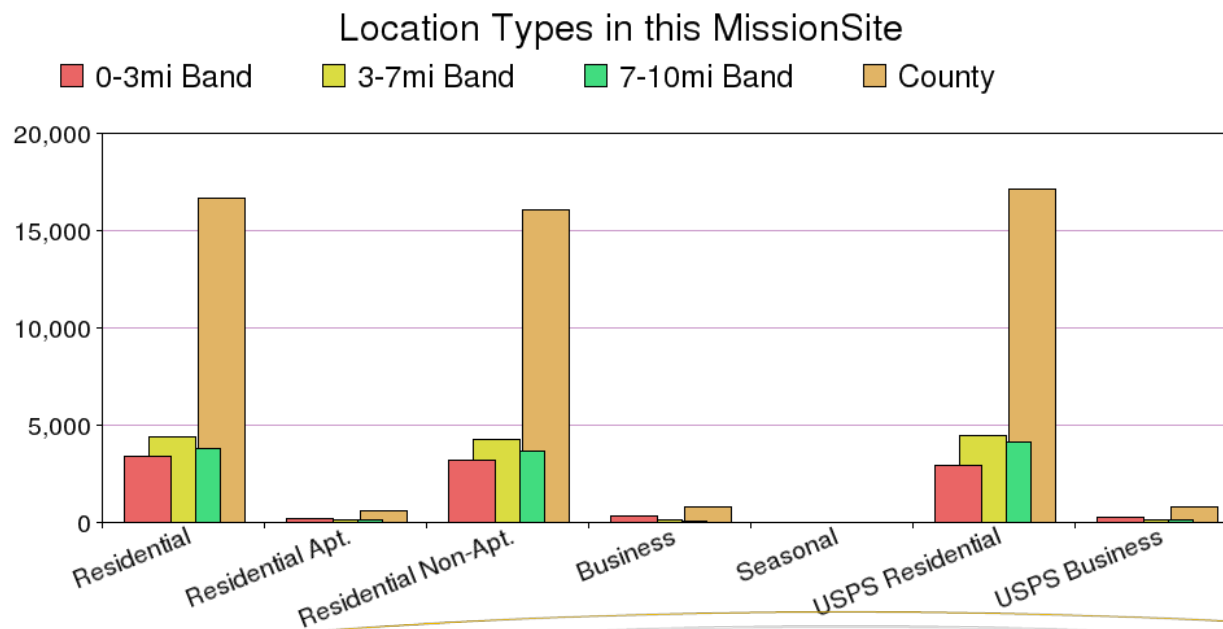


# Current Demographic Summary

The population and household figures from IICM's 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	32,458	7,728	23.81%
2000 Population	39,593	8,033	20.29%
2010 Population	43,275	8,296	19.17%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	12,114	3,042	25.11%
2000 Households	15,287	3,249	21.25%
2010 Households	16,120	3,270	20.29%



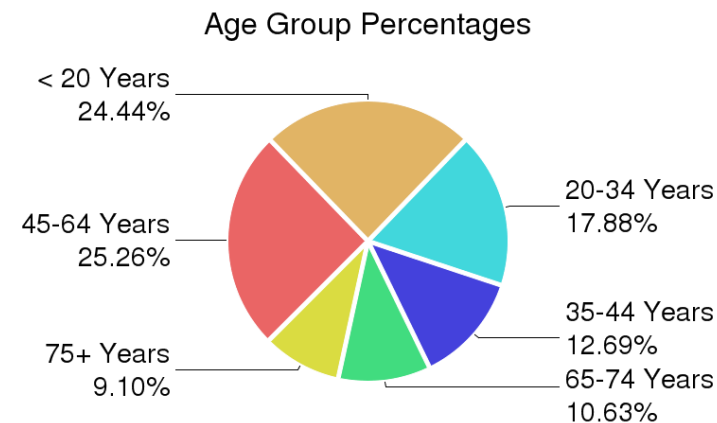
Location Type	0-3mi Band
Residential	3,430
Residential Apt.	216
Residential Non-Apt.	3,214
Business	306
Seasonal	0
USPS Residential	2,901
USPS Business	257



# 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.



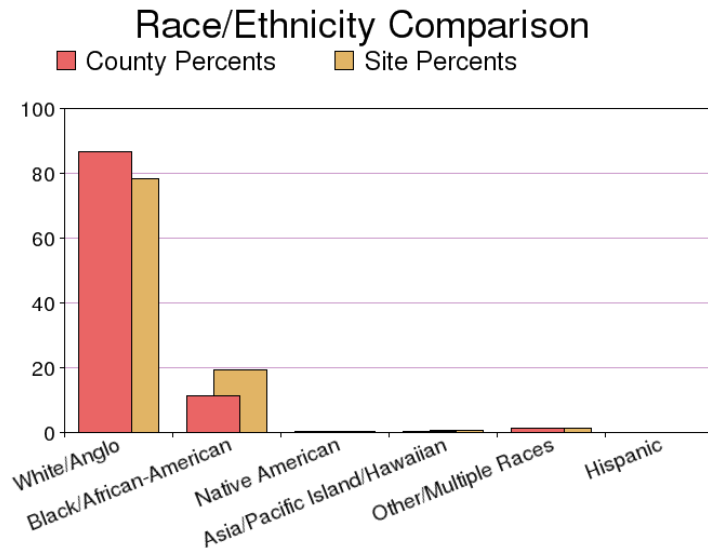
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.17%	4.86%	94
4-5 Years	2.6%	2.25%	86.54
6-8 Years	3.9%	3.63%	93.08
9-11 Years	3.98%	3.54%	88.94
12-13 Years	2.69%	2.35%	87.36
14-17 Years	5.41%	5.01%	92.61
18-19 Years	2.71%	2.8%	103.32
0-5 Years	7.77%	7.11%	91.51
6-12 Years	9.22%	8.37%	90.78
13-19 Years	9.47%	8.97%	94.72
< 20 Years	26.46%	24.45%	92.4
20-34 Years	19.23%	17.89%	93.03
35-44 Years	13.66%	12.7%	92.97
45-64 Years	26.34%	25.27%	95.94
65-74 Years	8.31%	10.63%	127.92
75+ Years	6.01%	9.1%	151.41
Median Age	38	41	108.36
Median Age (Male)	37	40	108.3
Median Age (Female)	39	43	108.87



# 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	86.58%	78.24%	90.37
Black, African-American	11.45%	19.39%	169.35
Native American	0.28%	0.3%	106.02
Asian	0.31%	0.61%	198.53
Pacific Island, Hawaiian	0.02%	0.02%	149.04
Other/Multiple Races	1.36%	1.43%	105.39
Hispanic	0%	5.71%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	29,188	5,827	
Less than 9th Grade	8.66%	9.76%	88.7
No High School Diploma	14.89%	15.74%	94.59
High School Graduate	40.41%	35.99%	112.28
Some College, no degree	19.34%	19.51%	99.13
Associate Degree	4.98%	4.91%	101.42
College Degree	8.02%	9.4%	85.32
Graduate/Prof. degree	3.7%	4.69%	78.98

# 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	10.33%	13.3%	159.32
\$10,000 to \$19,999	15.48%	16.54%	106.89
\$20,000 to \$29,999	13.91%	12.42%	89.23
\$30,000 to \$49,999	21.45%	18.32%	85.42
\$50,000 to \$59,999	12.68%	11.65%	91.89
\$60,000 to \$69,999	5.4%	4.65%	86.03
\$70,000 to \$79,999	5.11%	5.2%	101.7
\$80,000 to \$89,999	4.23%	4.1%	96.86
\$90,000 to \$99,999	2.69%	2.17%	80.83
\$100,000 to \$124,999	3.7%	3.33%	90.16
\$125,000 to \$149,999	2.56%	1.74%	68.2
\$150,000 to \$199,999	1.99%	5.66%	284.11
\$200,000 to \$249,999	0.21%	0.58%	275.48
\$250,000 or more	0.27%	0.28%	103.18
Median Household	38,149	37,949	99.48
Average Household	50,134	54,494	108.7
Per Capita Household	18,837	21,544	114.37
Family/Non-Family Household Income			
Median Family Income	49,464	52,516	106.17
Average Family Income	59,467	66,557	111.92
Median Non-Family Income	20,182	18,691	92.61
Average Non-Family Income	28,234	30,023	106.34



# 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	70.12%	63.82%	91.02
Families with Children	33.21%	29.66%	89.33
Families without Children	36.91%	34.16%	92.55
Non-Family Households			
% Non-Family Households	29.88%	36.18%	121.07
Non-Families with Children	0.58	1.1	188.8
Non-Families without Children	29.3	35.08	119.72
Housing Units			Index
Total Housing Units	18,859	3,640	
Vacant percent	14.52%	10.16%	69.99
Owned percent	65.8%	54.95%	83.5%
Rented Percent	19.68%	34.89%	177.31
Households by Size			Index
Avg household size	2.66	2.45	92.11
Avg family hh size	3.33	3.20	96.1
Avg non-family hh size	1.11	1.13	101.8
Households By Count of Persons			Percent
One	4,377	1,076	24.58%
Two	4,360	903	20.71%
Three or Four	5,618	975	17.35%
Five+	1,765	315	17.85%

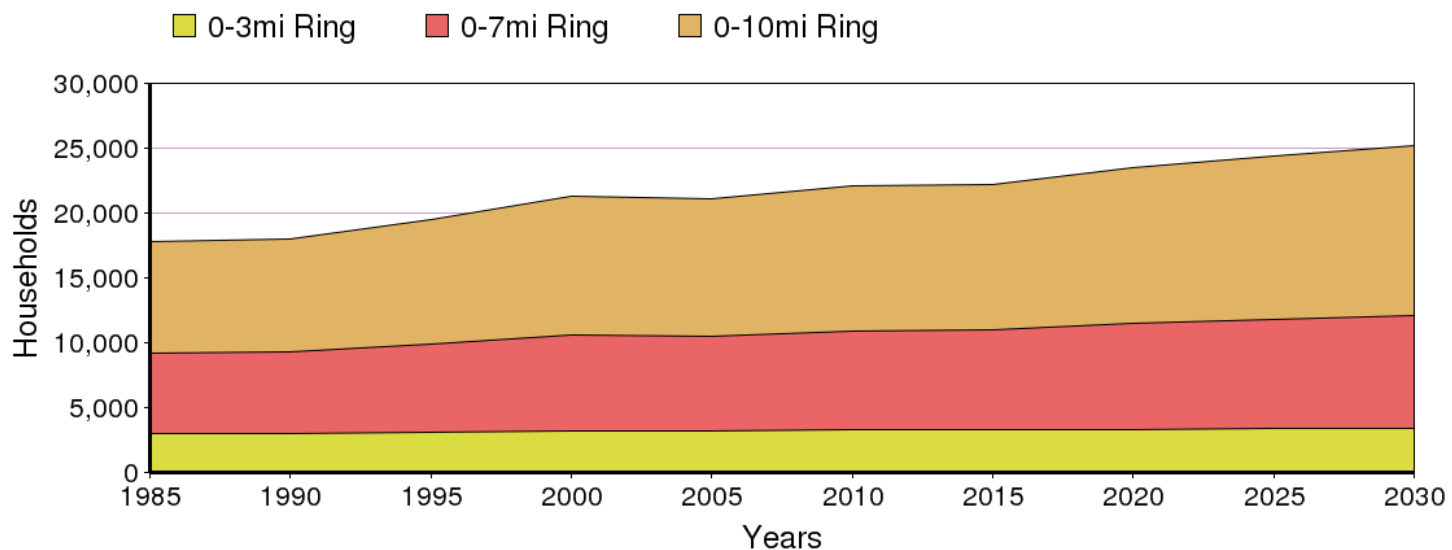
# Projected Demographic Summary

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	32,458	7,728	23.81%
2000 Population	39,593	8,033	20.29%
2010 Population	43,275	8,296	19.17%
2015 Population	44,790	8,502	18.98%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	12,114	3,042	25.11%
2000 Households	15,287	3,249	21.25%
2010 Households	16,120	3,270	20.29%
2015 Households	16,276	3,265	20.06%

Household Change from 1985 to 2030





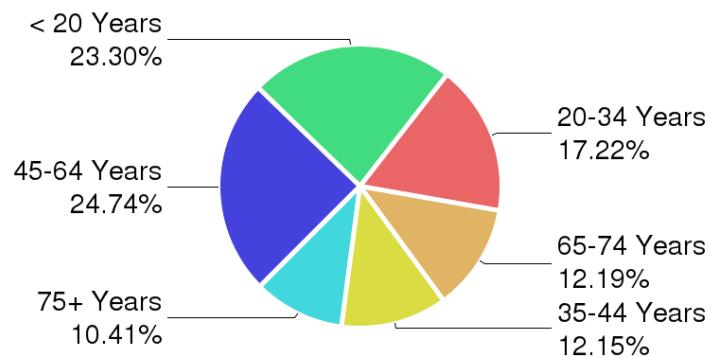
# Projected Demographic Summary

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	4.86%	4.45%	91.56
4-5 Years	2.25%	2.09%	92.89
6-8 Years	3.63%	3.49%	96.14
9-11 Years	3.54%	3.27%	92.37
12-13 Years	2.35%	2.22%	94.47
14-17 Years	5.01%	5.02%	100.2
18-19 Years	2.8%	2.75%	98.21
0-5 Years	7.11%	6.54%	91.98
6-12 Years	8.37%	7.87%	94.03
13-19 Years	8.97%	8.89%	99.11
< 20 Years	24.45%	23.3%	95.3
20-34 Years	17.89%	17.22%	96.25
35-44 Years	12.7%	12.15%	95.67
45-64 Years	25.27%	24.74%	97.9
65-74 Years	10.63%	12.19%	114.68
75+ Years	9.1%	10.41%	114.4
Median Age	38	43	113.32
Median Age (Male)	37	41	110.74
Median Age (Female)	39	46	116.55

Projected Age Group Percentages



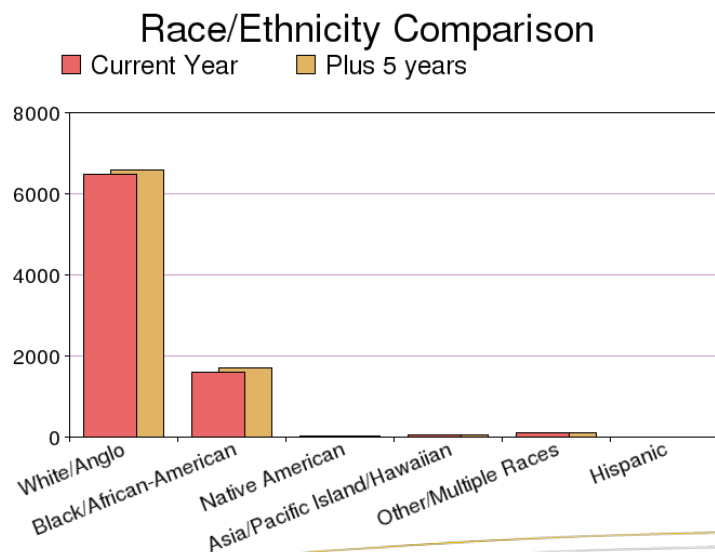
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.24%	77.52%	99.08
Black, African-American	19.39%	20.18%	104.07
Native American	0.3%	0.31%	101.48
Asian	0.61%	0.65%	105.23
Pacific Island, Hawaiian	0.02%	0.01%	48.79
Other/Multiple Races	1.43%	1.33%	92.66
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,827	6,033	
Less than 9th Grade	9.76%	8.19%	83.85
No High School Diploma	15.74%	13.01%	82.68
High School Graduate	35.99%	37.84%	105.15
Some College, no degree	19.51%	20.89%	107.03
Associate Degree	4.91%	5.25%	107.05
College Degree	9.4%	10.43%	110.86
Graduate/Prof. degree	4.69%	4.39%	93.76



# 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	13.3%	11.94%	89.79
\$10,000 to \$19,999	16.54%	16.48%	99.6
\$20,000 to \$29,999	12.42%	11.7%	94.23
\$30,000 to \$49,999	18.32%	17.58%	95.97
\$50,000 to \$59,999	11.65%	12.13%	104.1
\$60,000 to \$69,999	4.65%	4.75%	102.13
\$70,000 to \$79,999	5.2%	5.3%	98.97
\$80,000 to \$89,999	4.1%	4.26%	105.39
\$90,000 to \$99,999	2.17%	2.24%	102.97
\$100,000 to \$249,999	3.33%	3.89%	116.69
\$125,000 to \$149,999	1.74%	1.93%	110.7
\$150,000 to \$199,999	5.66%	6.49%	114.77
\$200,000 to \$249,999	0.58%	0.7%	121.24
\$250,000 or more	0.28%	0.37%	133.54
Median Household	37,949	41,822	110.21
Average Household	54,494	63,970	117.39
Per Capita Household	21,544	24,633	114.34
Family/Non-Family Household Income			
Median Family Income	52,516	56,668	107.91
Average Family Income	66,557	78,709	118.26
Median Non-Family Income	18,691	21,049	112.62
Average Non-Family Income	30,023	36,889	122.87

# 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	63.82%	62.21%	97.47
Families with Children	29.66	28.39	95.71
Families without Children	34.16	32.5	95.13
Non-Family Households			
% Non-Family Households	36.18%	37.79%	104.47
Non-Families with Children	1.1	1.35	104.47
Non-Families without Children	35.08	36.45	103.91
Housing Units			
Total Housing Units	3,640	3,644	100.11%
Vacant percent	10.16%	10.4%	102.32
Owned percent	54.95%	54.72%	99.59
Rented Percent	34.89%	34.91%	100.05
Households by Size			
Avg household size	2.45	2.52	102.86%
Avg family hh size	3.20	3.38	105.63%
Avg non-family hh size	1.13	1.10	97.35%
Households By Count of Persons			
One	1,076	1,129	104.93%
Two	903	779	86.27%
Three or Four	975	991	101.64%
Five+	315	366	116.19%



# 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	205	188	106
Northern Europe	0	3	1
Western Europe	30	16	10
Southern Europe	7	1	1
Eastern Europe	0	0	0
Other Europe	0	0	0
Eastern Asia	5	0	0
So. Central Asia	0	0	0
SE Asia	7	2	0
Western Asia	0	2	11
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	0	0
Caribbean	0	0	0
Central Amer.	116	155	69
South America	5	5	14
North America	35	4	0
Born at sea	0	0	0

# Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	7,882	9,539	7,400
Spanish	284	284	180
Other Indo-Euro language	74	77	27
French (incl. Patois, Cajun)	33	27	4
French Creole	0	0	0
Italian	7	2	2
Portuguese	0	0	0
German	20	48	21
Yiddish	0	0	0
Other West Germanic	0	0	0
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	14	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	0	0
Asian/PI languages	0	0	0
Chinese	0	0	0
Japanese	0	0	0
Korean	0	0	0
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	9	0
Laotian	0	0	0
Vietnamese	0	0	0
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	0	0
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	0



Intercultural Institute  
for Contextual Ministry

# 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	5,403	6,164	5,079
Arab	0	0	0
Armenian	0	0	0
Austrian	0	0	0
British	18	7	0
Canadian	0	3	2
Croatian	0	0	0
Czech	0	1	1
Czechoslovak	0	4	1
Danish	0	7	3
Dutch	33	45	15
English	379	526	389
European	144	121	46
Finnish	0	0	0
French (not Basque)	80	59	63
French Canadian	17	8	6
German	339	302	243
Greek	0	9	19
Hungarian	30	1	1
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	392	436	295
Italian	84	53	30
Lithuanian	0	9	5
Norwegian	12	7	9
Polish	43	13	9
Portuguese	0	0	0
Romanian	0	0	0
Russian	10	9	1
Scandinavian	0	4	1
Scotch-Irish	150	120	90
Scottish	63	74	86
Slovak	0	2	0
Subsaharan African	11	26	13
Swedish	62	16	9
Swiss	0	0	0
Ukrainian	0	0	0
US/American	1,768	2,908	2,820
Welsh	17	17	15
West Indian	0	0	0
Yugoslavian	0	0	0
Other	1,751	1,377	907



Intercultural Institute  
for Contextual Ministry

# 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 its 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*

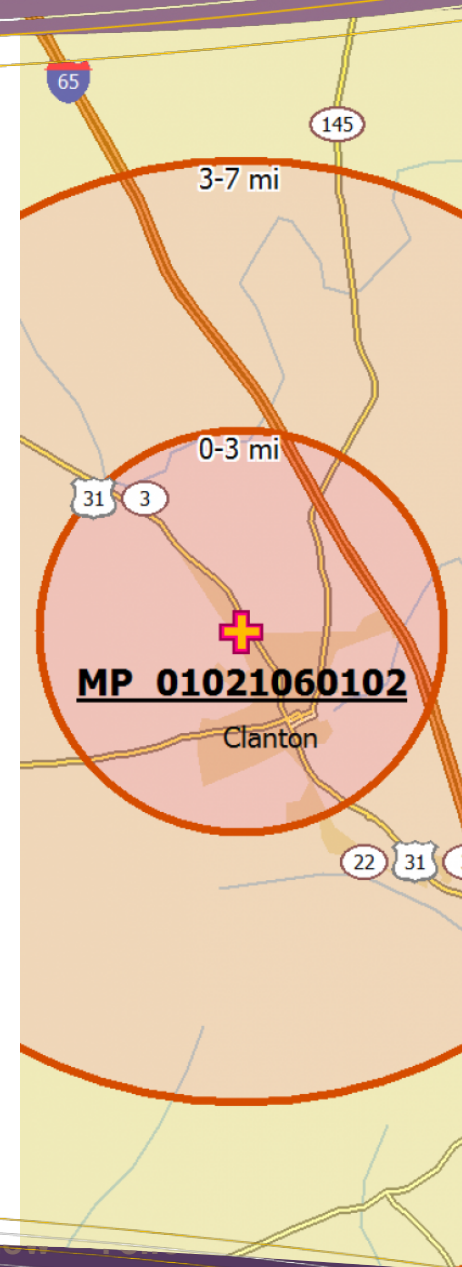
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 "Evangelescape 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 Evangelescape 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	3,270	100%	2,144	100%
<b>AFFLUENT SUBURBIA</b>	17	0.52%	12	0.56%
America's Wealthiest	0	0%	0	0%
Dream Weavers	17	0.52%	12	0.56%
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>	54	1.65%	36	1.68%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	54	1.65%	36	1.68%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	126	3.85%	80	3.73%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	126	3.85%	80	3.73%
Mid-Market Enterprise	0	0%	0	0%



Intercultural Institute  
for Contextual Ministry

# 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	3,270	100%	2,144	100%
BLUE COLLAR BACKBONE	257	7.86%	171	7.98%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	46	1.41%	28	1.31%
Lower Income Essentials	57	1.74%	39	1.82%
Small Town Endeavors	154	4.71%	104	4.85%
AMER. DIVERSITY	173	5.29%	127	5.92%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	58	1.77%	37	1.73%
Professional Urbanites	18	0.55%	13	0.61%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	11	0.34%	7	0.33%
Mature America	86	2.63%	70	3.26%
METRO FRINGE	1,038	31.74%	715	33.35%
Steadfast Conservative	719	21.99%	493	22.99%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	319	9.76%	222	10.35%



Intercultural Institute  
for Contextual Ministry

# 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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,270	100%	2,144	100%
REMOTE AMERICA	287	8.78%	173	8.07%
Hardy Rural Fam.	165	5.05%	100	4.66%
Rural Southern Living	56	1.71%	33	1.54%
Coal & Crops	66	2.02%	40	1.87%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	237	7.25%	176	8.21%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	237	7.25%	176	8.21%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	387	11.83%	194	9.05%
Industrious Country Living	120	3.67%	82	3.82%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	16	0.49%	9	0.42%
Hinterland Fam.	251	7.68%	103	4.8%



Intercultural Institute  
for Contextual Ministry

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,270	100%	2,144	100%
STRUGGLING SOCIETIES	647	19.79%	430	20.06%
Rugged Southern Style	96	2.94%	56	2.61%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	551	16.85%	374	17.44%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	44	1.35%	30	1.4%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	19	0.58%	13	0.61%
Urban Diversity	5	0.15%	4	0.19%
New Generation Activists	20	0.61%	13	0.61%
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%



Intercultural Institute  
for Contextual Ministry



# 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?

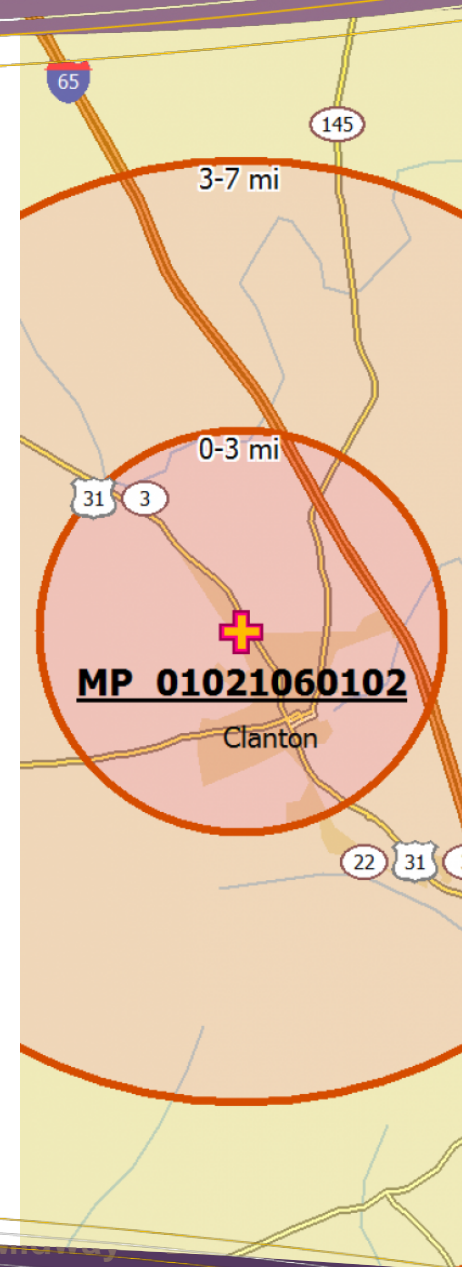
## Potential Cultural Bridges

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	71%	72%	72%
Use Comp. for Internet/E-mail	49%	51%	51%
Internet Use: E-Mail	41%	42%	42%
Use Comp. for Comp. Games	37%	37%	36%
Use Comp. for Word Processing	30%	31%	30%
Use Comp. for Education	29%	28%	27%
Use Comp. for Shopping	28%	31%	31%
Use Comp. for Digital Camera Photo Editing	26%	27%	27%
HH Owns DVD Player	26%	25%	24%
Use Comp. for Banking	24%	25%	25%

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



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	65%	65%	65%
Dining Out (Not Fast Food)	50%	52%	52%
Reading Books	50%	49%	48%
Card Games	40%	41%	41%
Gardening	34%	36%	37%
Cooking for Fun	34%	32%	31%
Board Games	31%	32%	32%
Go To A Beach/Lake	30%	31%	31%
Visit Zoo	17%	17%	17%
Going To	16%	16%	16%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	67%	66%
Gen./Fam. Practitioner	39%	40%	39%
Backache	24%	23%	22%
Dentist	23%	23%	22%
Hypertension/High Blood Pressure	21%	20%	20%
Eye Dr.	20%	19%	19%
None Of These	19%	20%	21%
High Cholesterol	18%	17%	17%
Any Arthritis	18%	18%	18%
Acid Reflux Disease (GERD)	15%	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	22.81%	21.71%	21.19%
Live Theater	15.28%	14.8%	14.32%
Live Theater Most Often	12.74%	12.08%	11.63%
Rock/Pop Concerts Most Often	12.08%	11.71%	11.42%
Dance Performance	8.03%	6.53%	5.99%
Comedy Club	7.54%	6.49%	6.17%
Movies: Comedy	37.42%	36.62%	35.83%
Movies: Action/Adventure	36.86%	35.01%	34.26%
Movies: Fam.	21.36%	18.97%	18.15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	19.55%	17.59%	16.91%
Movies: Romantic Comedy	17.99%	17.44%	16.96%
Movies: Mystery	16.34%	14.67%	14.19%
College Football Reg. Season	4.76%	5.2%	5.17%
MLB Baseball Reg. Season	4.2%	4.87%	4.85%
NFL Football Reg. Season	3.8%	4.29%	4.25%
College Basketball Reg. Season	3.51%	3.49%	3.4%
Auto Racing Events	2.26%	2.81%	2.95%
NBA Basketball Reg. Season	2.17%	2.18%	2.11%





# 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	36.59%	36.65%	36.52%
Swimming	29.17%	31.22%	31.71%
Bowling	20.32%	21.31%	21.57%
Freshwater Fishing	19.55%	23.62%	24.93%
Billiards/Pool	17.36%	17.88%	17.92%
Camping Trips	16.6%	20.33%	21.4%
Basketball	14.99%	15.42%	15.68%
Jogging/Running	12.82%	12.07%	11.86%
Weight Training	12.34%	12.55%	12.44%
Hunting	12.32%	15.83%	16.91%
Golf	10.62%	11.2%	11.2%
Mountain/Road Biking	10.24%	11.09%	11.24%
Baseball	10.18%	10.7%	10.97%
Stationary Cycling	10.17%	10%	9.88%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Using Cardio Machine	10.05%	9.92%	9.78%
Football	9.79%	10.01%	10.22%
Target Shooting	9.78%	11.39%	11.81%
Backpacking/Hiking	8.8%	9.91%	10.33%
Aerobics	8.64%	8.3%	8.22%
Volleyball	8.33%	8.72%	8.84%
Power Boating	7.77%	7.88%	7.98%
Saltwater Fishing	7.2%	8.02%	8.37%
Canoeing/Kayaking	7.06%	7.25%	7.46%
Softball	7.02%	7.03%	7.12%
Horseback Riding	6.27%	7.35%	7.83%
Yoga	5.97%	5.35%	5.19%
Tennis	5.8%	6.17%	6.29%
Soccer	5.75%	5.66%	5.85%

# 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
Motorcycling	5.66%	6.02%	6.13%
Ice Skating	5.5%	4.78%	4.62%
Roller Skating	5.17%	5.08%	5.1%
Fly Fishing	5.16%	5.66%	5.93%
Archery	4.92%	6.27%	6.58%
Water Skiing	4.3%	4.66%	4.84%
Auto Racing	4.28%	3.74%	3.65%
Jet Skiing	4.19%	4.49%	4.6%
Snorkeling	4.17%	4.48%	4.6%
Downhill & X-Country Skiing	3.93%	3.94%	4.04%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.9%	3.96%	4%
Skateboarding	3.61%	3.8%	3.91%
Racquetball	3.47%	3.4%	3.41%
Hockey	3.46%	3.53%	3.62%
Rock Climbing	3.38%	3.22%	3.17%
Snowboarding	3.21%	3.03%	2.99%
Martial Arts	3.07%	3.67%	3.93%
Sailing	3.06%	2.9%	2.97%
Surfing & Windsurfing	2.43%	2.38%	2.43%
Rowing	2.33%	2.4%	2.49%

## 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.

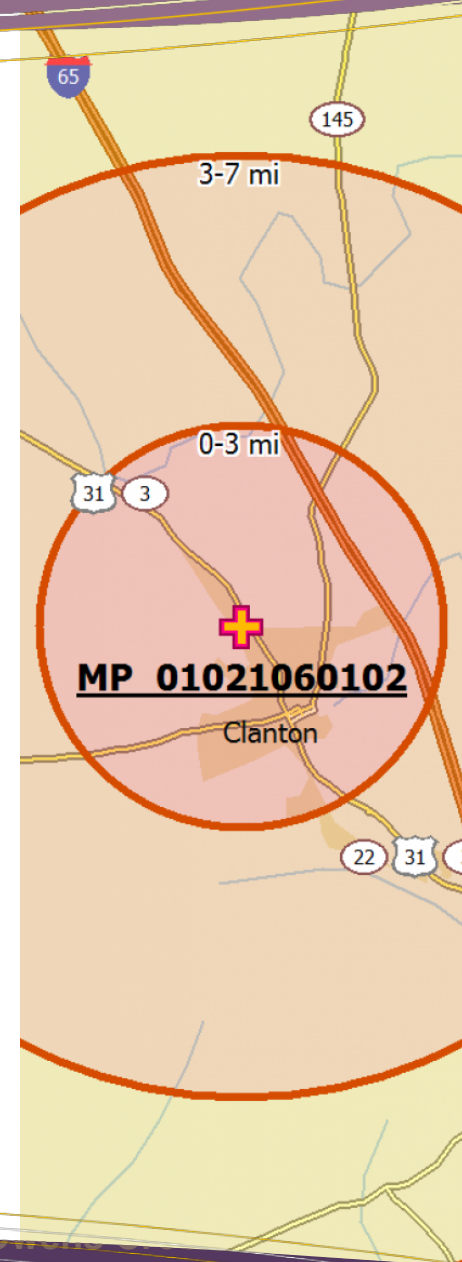
### BIBLICAL BARRIERS

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.

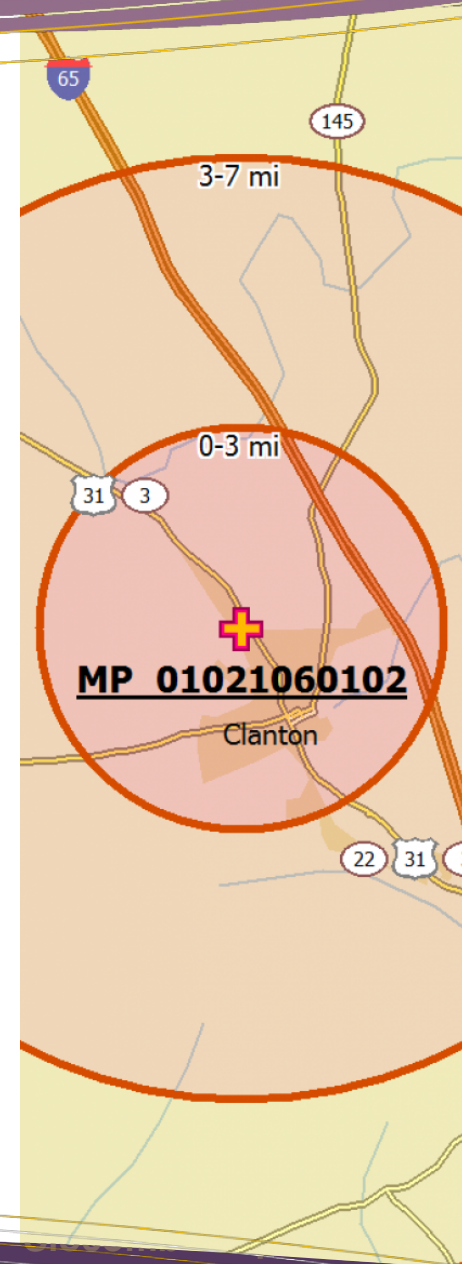
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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	53%	52%	52%
Speak My Mind Even If It Upsets People	38%	37%	36%
Find It Difficult To Say No To My Kids	37%	40%	40%
Like Control Over People And Resources	36%	35%	35%
Woman's Place Is In The Home	36%	36%	36%
Don't Judge People/Way They Live Life	30%	28%	28%
Like To Do Unconventional Things	30%	30%	30%
Prefer To Have Few Possessions As Possible	28%	27%	26%
Too Much Sponsorship In Arts/Sports	26%	26%	25%
Money Is Best Measure Of Success	26%	26%	26%
Like to Stand Out In A Crowd	24%	23%	23%
If Won Lottery Would Never Work Again	23%	22%	22%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	22%	21%	21%
Rarely Sit Down to a Meal Together At Home	19%	19%	19%
I Am A Workaholic	19%	17%	17%
Marijuana Should Be Legalized	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
Only Work Current Job for The Money	15%	15%	15%
We Should Strive for Equality for All	14%	12%	12%
Happy With My Standard Of Living	12%	10%	10%
On Whole People Get What They Deserve	11%	10%	10%
Little I Can Do To Change My Life	9%	8%	8%
Indulge My Kids With The Little Extras	8%	9%	9%
Very Happy With My Life As It Is	8%	7%	6%



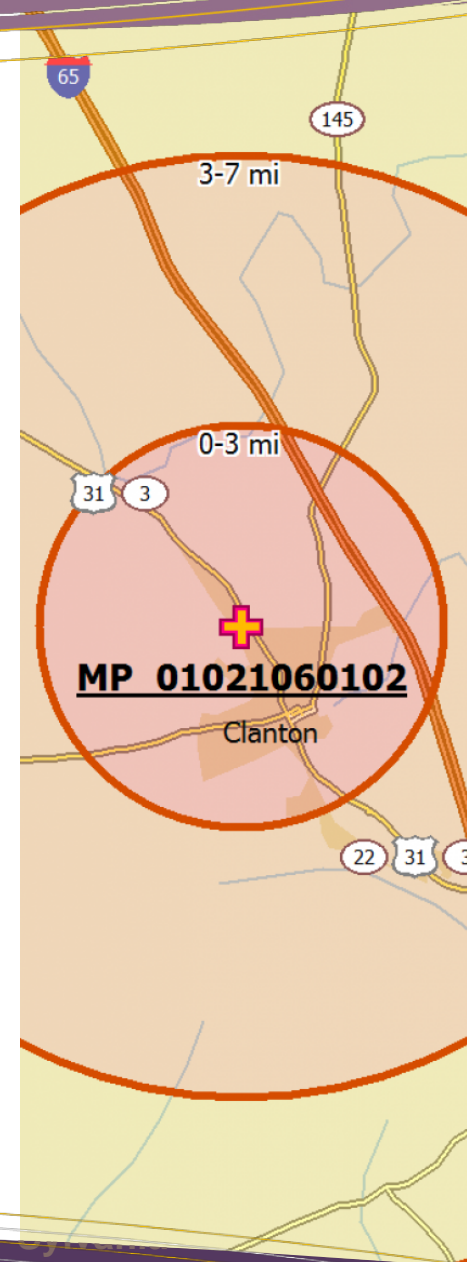
Intercultural Institute  
for Contextual Ministry



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

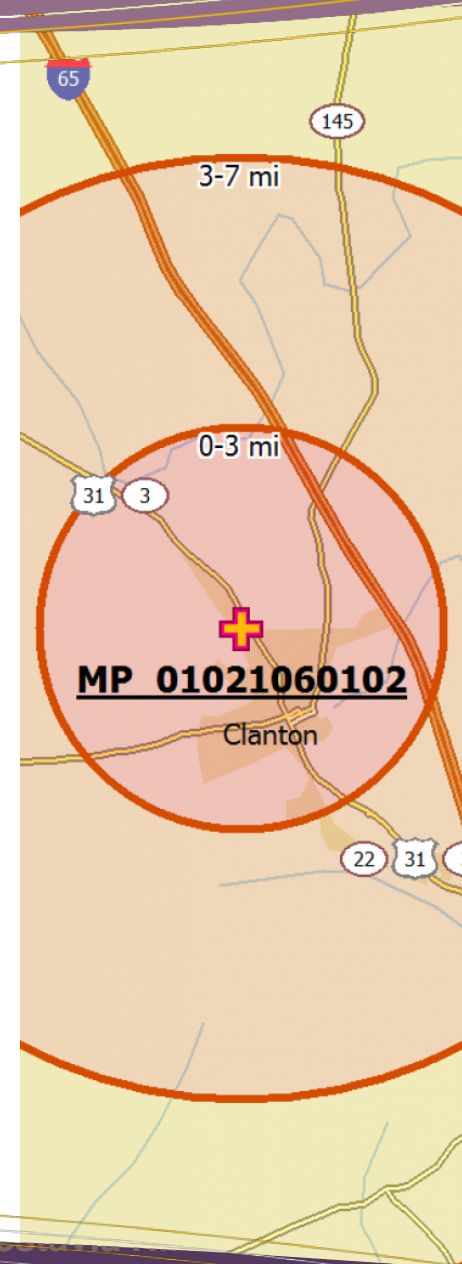
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
You Should Seize Opportunities In Life	57%	55%	55%
Important To Respect Customs And Beliefs	56%	58%	58%
Like To Understand About Nature	37%	35%	34%
Prefer Work Part Of Team Than Alone	35%	35%	34%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	33%	32%	32%
Good At Fixing Things	30%	28%	28%
Prefer To Have Few Possessions As Possible	28%	27%	26%
Have Keen Sense Of Adventure	26%	26%	26%
Consider Myself Interested In The Arts	22%	20%	19%
Like To Just Enjoy Life	21%	21%	20%
People Have To Take Me As They Find Me	20%	19%	19%

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

## 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.



Intercultural Institute  
for Contextual Ministry

# 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	87.71%	88.29%	88.41%
Restaurant-Visit Any			
Fam. Restaurants/Steak	80.09%	81.41%	81.56%
Houses-Visit Any			
McDonald's	56.9%	56.26%	56%
Burger King	39.22%	40.01%	40.11%
Kentucky Fried Chicken (KFC)	33.68%	32.96%	32.64%
Subway	31.94%	31.86%	31.68%
Wendy's	31.41%	30.77%	30.24%
Taco Bell	28.59%	28.08%	27.88%
Applebee's	26.5%	26.19%	25.7%
Pizza Hut	26.13%	25.48%	25.2%
Arby's	23.66%	23.05%	22.47%
Dairy Queen	20.95%	20.36%	20.16%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.92%	16.45%	16%
Olive Garden	17.54%	17.64%	17.33%
Sonic	17.47%	18.8%	19.48%
Cracker Barrel	15.73%	16.33%	16.37%
Domino's Pizza	15.19%	13.69%	13.47%
Hardee's	14.32%	15.37%	15.59%
Golden Corral	13.86%	13.42%	13.32%
IHOP (International House Of Pancakes)	12.71%	10.99%	10.49%
Outback Steakhouse	12.48%	11.59%	11.15%
Denny's	12.39%	11.19%	10.88%
Long John Silver's	11.94%	12.97%	13.45%
Chick-Fil-A	11.27%	11.67%	11.71%

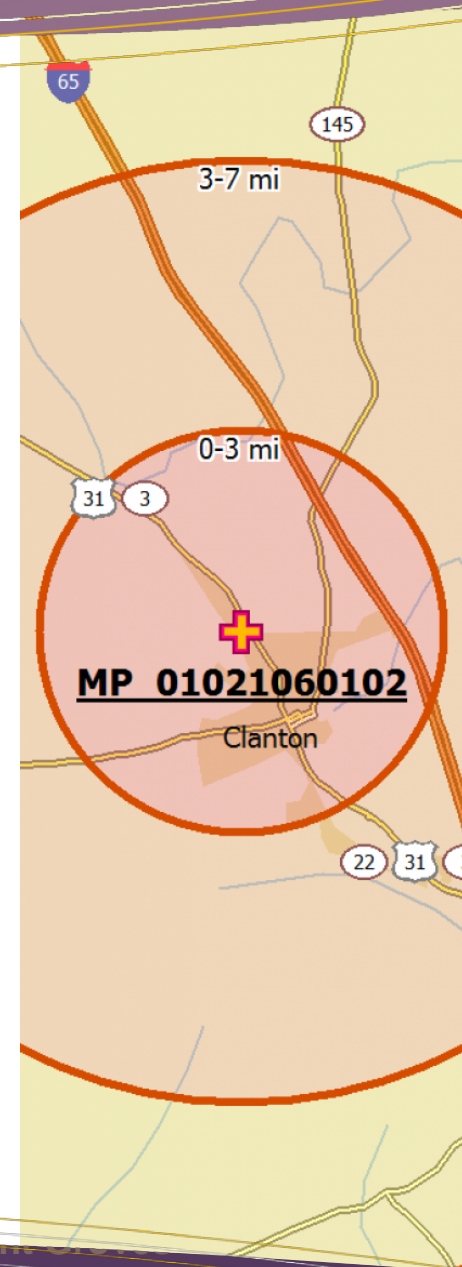


## Potential Shared Projects

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	42.2%	42.2%	41.31%
Recycled products	27.44%	27.41%	26.64%
Worked as volunteer (non political)	14.59%	14.74%	14.43%
Engaged in fund raising	10.2%	10.94%	10.87%
Religious club member	7.47%	7.81%	7.87%
Church Board	5.38%	5.67%	5.75%

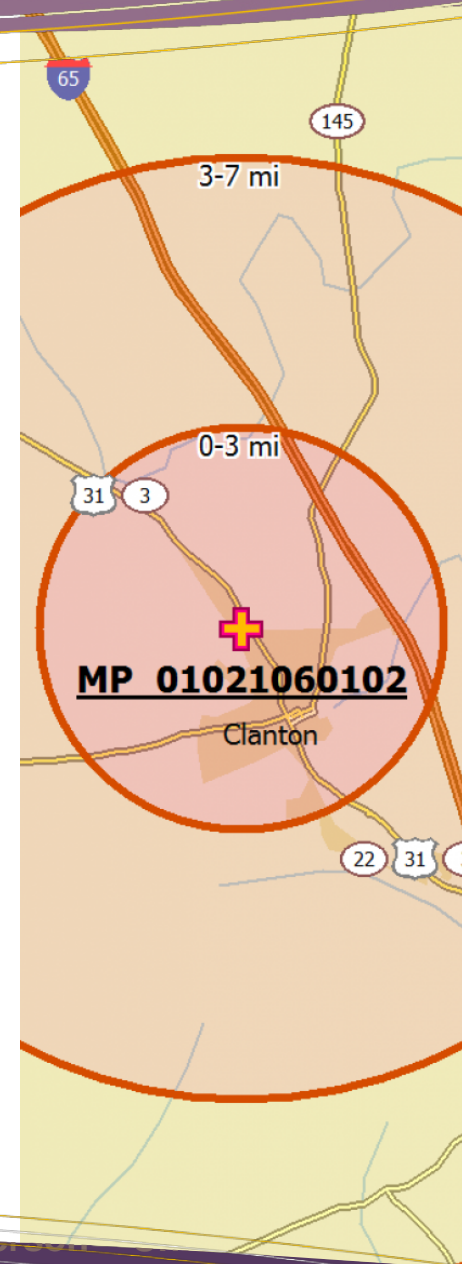
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.11%	4.82%	4.62%
Wrote to elected offcl about publ bus	4.67%	5.01%	4.97%
Union member	4.62%	4.61%	4.51%
Charitable Organization	4.56%	4.76%	4.66%
Took active part in local civic issue	4.51%	4.32%	4.21%
Fraternal order member	4.26%	3.97%	3.79%



## 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	13.4%	13.48%	13.34%
Children's Books	12.17%	12.69%	12.72%
Mystery	10.09%	10.21%	10.13%
Cookbooks	8.96%	9.36%	9.36%
Religious (not Bibles)	8.79%	9.22%	9.26%
Romance	6.77%	7.19%	7.24%
History	5.56%	5.64%	5.58%
Personal/Business	5.28%	5.4%	5.31%
Self-help			
Biography	5.1%	5.12%	5.03%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	62.08%	59.98%	58.34%
Gen. Editorial	47.09%	44.19%	43.04%
Womens	40.75%	39.08%	38.33%
Service	32.9%	33.28%	33.09%
Mens	17.94%	16.67%	16.15%
Fishing/Hunting	14.72%	16.25%	16.67%
Business/Finance	14.38%	13%	12.28%
Parenthood	13.83%	13.85%	13.92%
Automotive	13.71%	14.79%	15%

# 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	52.39%	53.02%	52.66%
Classified	35.82%	37.01%	37.19%
Sport	30%	29.85%	29.31%
Editorial Page	28.92%	29.93%	29.85%
Comics	26.78%	26.47%	26.17%
Business/Finance	23.24%	22.27%	21.46%
Food/Cooking	23.01%	22.09%	21.54%
TV/Radio Listings	23%	22.3%	21.8%
Movie Listings & Reviews	21.82%	21.16%	20.5%
Home/Gardening	18.6%	18.75%	18.4%
Travel	15.26%	14.62%	14.03%
Science/Technology	14.35%	14.04%	13.7%
Fashion	12.92%	13.04%	12.93%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	24.62%	29.42%	30.92%
Urban Contemporary	19.41%	15.29%	14.17%
CHR Contemp Hit Radio	16.23%	15.74%	15.65%
Adult Contemporary	14.85%	15.06%	14.77%
Oldies	9.97%	9.78%	9.54%
Rock	9.71%	9.95%	9.66%
Classic Rock	8.49%	9.07%	9.06%
News/Talk	7.81%	7.64%	7.24%
Variety	6.74%	5.97%	5.82%
Alternative	6.27%	6.64%	6.42%
Religious	5.51%	6.36%	6.6%
Jazz	5.2%	3.77%	3.38%
Gospel	5.1%	4.79%	4.72%
Soft Contemporary	4.16%	4.39%	4.22%
All News	3.23%	2.89%	2.71%
Classic Hits	2.92%	3.25%	3.22%
Sports	2.46%	2.49%	2.41%
Hispanic	2.39%	2.52%	3.06%



# 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	61.58%	62.53%	62.68%
Satellite Dish	54.04%	56.47%	56.76%
Soapnet	50.06%	48.66%	48.06%
Other Video-On-Demand	49.26%	47.31%	46.77%
Sci-Fi Channel	36.18%	36.22%	36.24%
Adult Pay Per View TV	33.37%	35.63%	36.34%
MSNBC	32.98%	33.11%	33%
Subscribe Digital Cable	28.74%	28.81%	28.62%
Nickelodeon	27.83%	30.35%	30.76%
TV Info From Sunday TV Magazine	27.17%	27.63%	27.69%
TV Info From Newspapers	25.33%	25.1%	24.88%
Nick At Nite	25.14%	24.4%	24.11%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	23.9%	23.53%	23.35%
TV Info From Monthly Cable Guide	23.67%	23.09%	22.76%
BET (Black Entertainment TV)	23.11%	22.19%	21.7%
Adult Swim	22.81%	23.56%	23.41%
Comedy Central	22.76%	20.07%	18.98%
USA Network	22.51%	21.95%	21.61%
Hallmark Channel	21.92%	22.68%	22.75%
Lifetime	20.3%	19.85%	19.56%
TV Info From Other	19.9%	19.01%	18.71%
The Golf Channel	19.4%	18.87%	18.5%
ABC Fam.	17.94%	16.22%	15.42%
Video-On-Demand Movies	17.21%	19.4%	20.01%



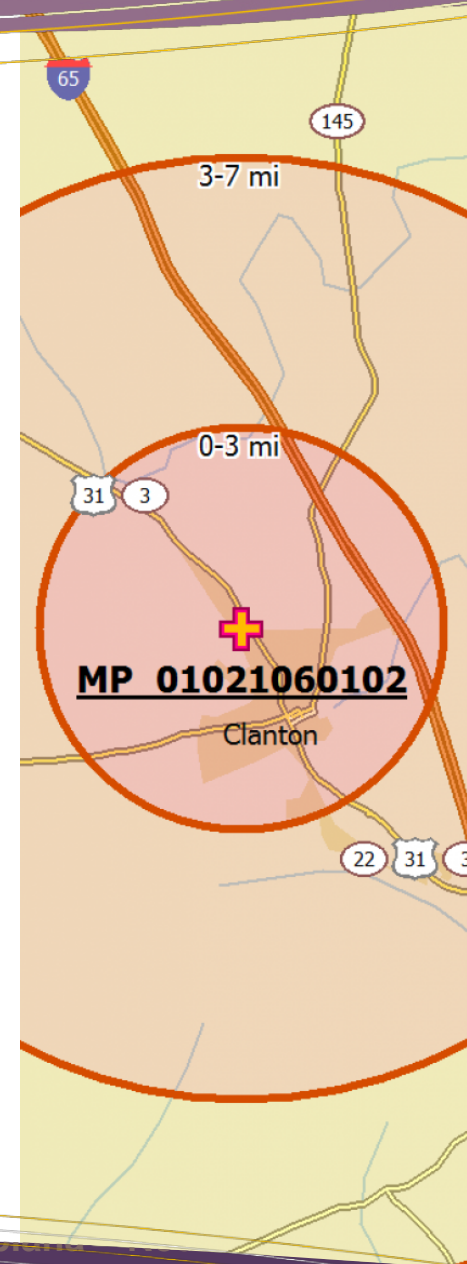


## Communication Media Usage

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+)	16.36%	16.63%	16.48%
Medium Users (4-6)	8.94%	9.04%	8.9%
Light Users (1-3)	18.8%	19.8%	19.9%
Quintiles (20%)			
Newspaper I (Heavy)	1.21%	1.01%	0.94%
Newspaper II	1.14%	1.05%	0.95%
Newspaper III	2.49%	2.73%	2.77%
Newspaper IV	0.61%	0.52%	0.48%
Newspaper V (Light)	1.37%	1.38%	1.33%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.9%	19.18%	18.84%
Magazines II	8.93%	9.03%	8.91%
Magazines III	10.03%	9.93%	9.86%
Magazines IV	12.46%	11.51%	11.19%
Magazines V (Light)	0.44%	0.29%	0.25%
Outdoor I (Heavy)	6.89%	5.75%	5.5%
Outdoor II	3.68%	3.18%	3.04%
Outdoor III	4.04%	3.32%	3.11%
Outdoor IV	19.13%	19.61%	19.8%
Outdoor V (Light)	25.7%	25.36%	25.04%
Yellow Pages I (Heavy)	15.74%	15.55%	15.47%
Yellow Pages II	5.63%	5.13%	4.96%
Yellow Pages III	7.27%	5.94%	5.53%
Yellow Pages IV	25.97%	25.53%	25.61%
Yellow Pages V (Light)	4.31%	3.78%	3.62%

# Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.98%	3.17%	3.24%
Drive Time III (Medium)	0.87%	1%	1.08%
Radio IV & V (Light)	2.49%	2.74%	2.72%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.14%	9.03%	8.66%
Radio III (Medium)	4.55%	4.43%	4.28%
Radio IV & V (Light)	2.99%	2.85%	2.86%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.25%	11.71%	11.9%
Cable III (Medium)	5.67%	5.66%	5.63%
Cable IV & V (Light)	37.64%	34.12%	33.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.92%	4.35%	4.51%
Prime Time III (Medium)	2.19%	1.87%	1.77%
Prime Time IV & V (Light)	9.37%	8.44%	8.12%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.43%	40.64%	40.71%
Fringe III (Medium)	58.31%	58.26%	58.06%
Fringe IV (Light)	58.86%	58.39%	57.99%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.37%	14.81%	14.6%
All Day III (Medium)	26.13%	27.34%	27.67%
All Day IV (Light)	14.32%	12.37%	11.66%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	10.39%	10.16%	10.07%
6:00am - 10:00am	12.33%	10.26%	9.57%
10:00am - 3:00pm	7.64%	5.75%	5.14%
3:00pm - 7:00pm	15.38%	14.54%	14.25%
7:00pm - Midnight	11.44%	10.01%	9.57%
Midnight - 6:00am	5.86%	4.57%	4.22%
Weekend Radio			
Listeners			
Dayparts [summary]	13.57%	12.52%	12.06%
6:00am - 10:00am	2.49%	2.13%	1.98%
10:00am-3:00pm	3.67%	3.08%	2.86%
3:00pm - 7:00pm	6.74%	5.97%	5.66%
7:00pm - Midnight	8.4%	8.1%	7.83%
Midnight - 6:00am	10.72%	8.52%	7.78%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.71%	5.85%	5.67%
Saturday: 8:00-11:00pm	7.33%	7.19%	7.02%
Sunday: 7:00-11:00pm	8.66%	9.1%	9.07%
9:00am-1:00pm	25.14%	24.4%	24.11%
9:00am-4:00pm	28.45%	27.8%	27.54%
4:00pm-7:00pm	26.41%	25.56%	25.12%
11:00pm-1:00am	41.47%	40.12%	39.59%
AVG Prime time	3.79%	2.89%	2.63%
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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	14.76%	13.4%	12.99%
7-9am	17.13%	16.4%	15.93%
9am-12noon	20.15%	19.46%	19.22%
12noon-4pm	8.3%	8.33%	8.32%
4-6pm	41.09%	41.32%	40.95%
6-7pm	18.35%	19.8%	20.01%
7-7:30pm	1.14%	1.18%	1.22%
7:30-8pm	11.61%	10.64%	10.45%
8-11pm	5.71%	5.85%	5.67%
11pm-12am	32.98%	33.11%	33%
11pm-1am	41.47%	40.12%	39.59%
1-6am	27%	24.09%	22.95%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.72%	14.89%	14.38%
Sat: 10am-1pm	6.94%	6.97%	6.94%
Sat: 1-4pm	24.05%	24.02%	23.73%
Sat: 4-6pm	6.92%	6.28%	6.04%
Sat: 6-7pm	1.31%	1.3%	1.23%
Sat: 7-8pm	0.76%	0.64%	0.6%
Sat: 8-11pm	7.33%	7.19%	7.02%
Sat: 11pm-1am	4.56%	4.22%	4.02%
Sat: 1am-7pm	22.51%	21.95%	21.61%
Sun: 7-10am	1.92%	2.54%	2.73%
Sun: 10am-1pm	5.78%	6.79%	6.89%
Sun: 1-4pm	4.86%	5.64%	5.83%
Sun: 4-7pm	11.04%	12.03%	12.02%
Sun: 7-11pm	8.66%	9.1%	9.07%
Sun: 11pm-1am	4.04%	3.63%	3.46%
Sun: 1-7am	18.35%	19.05%	18.92%



# 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?

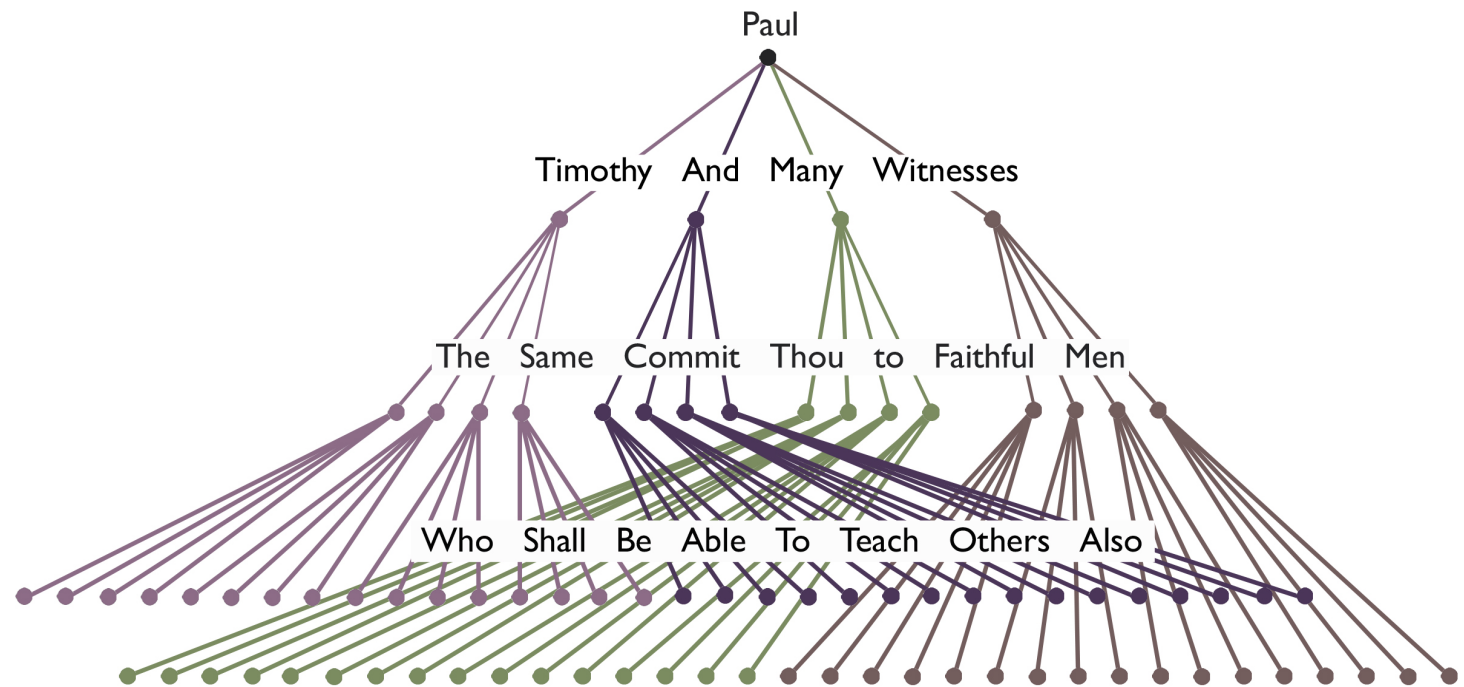


# Biblical Missional Multiplication

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*

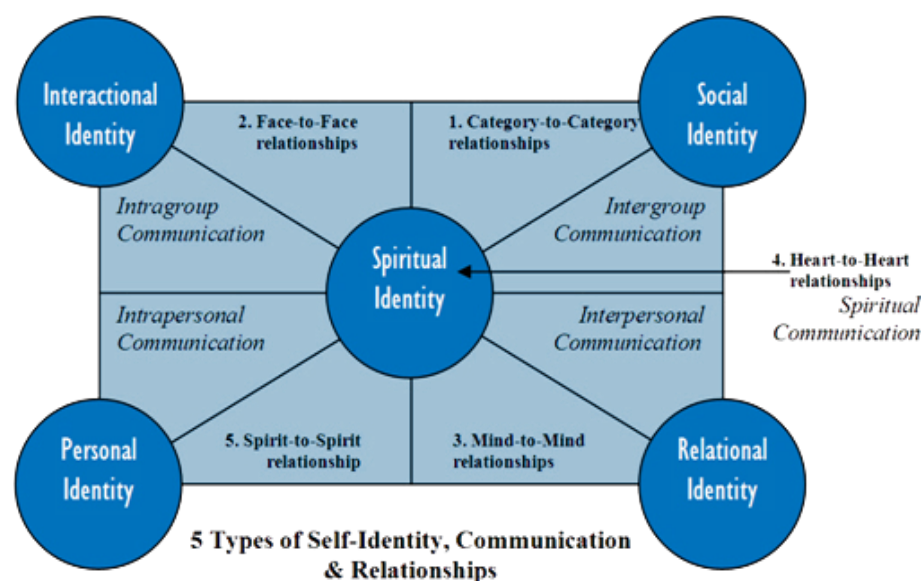


# Establishing Redemptive Relationships

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.



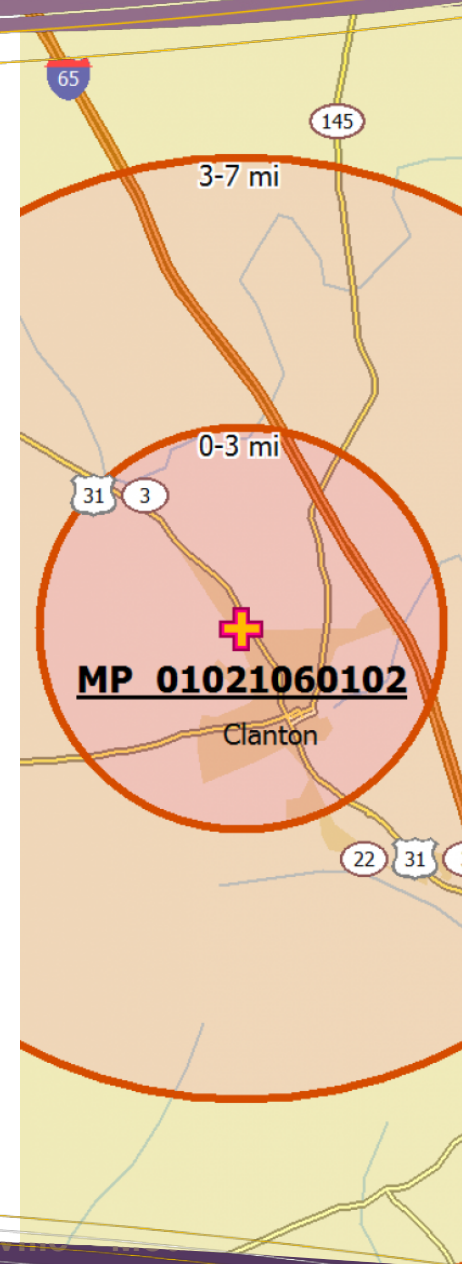


## Your MissionSite and the Missional Suite

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
- 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



Intercultural Institute  
for Contextual Ministry



# 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.



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
1	Northside	1501 9th St N Clanton, AL 35045	0.54 mi	22	Declining
2	Friendship	204 Friendship Rd Clanton, AL 35045	1.05 mi	99	Plateauing
3	Clanton First	210 6th St N Clanton, AL 35045	1.63 mi	466	Plateauing
4	Primera Iglesia Hispana Bautista Del Condado	1303 4th Avenue North Clanton, AL 35045	1.63 mi	23	Growing
5	Mt. Pleasant	1575 County Road 753 Clanton, AL 35045	1.67 mi	35	Plateauing
6	West End	2005 2nd Ave N Clanton, AL 35045	1.79 mi	521	Plateauing
7	Lomax First	3806 7th St N Clanton, AL 35045	1.90 mi	16	Declining
8	Bell Lane	1000 Bell Lane Rd Clanton, AL 35045	1.94 mi	135	Growing
9	New Covenant	PO Box 1532 Clanton, AL 35046	2.28 mi	100	Declining
10	Concord	1184 County Road 28 Clanton, AL 35046	3.27 mi	77	Growing
11	New Salem	11145 County Road 29 Clanton, AL 35045	3.38 mi	24	Plateauing
12	Samaria	P. O. Box 2578 Clanton, AL 35046	3.40 mi	67	Declining
13	Liberty Hill	5800 County Road 37 Clanton, AL 35045	3.70 mi	205	Declining
14	Highland	P. O. Box 1148 Clanton, AL 35046	4.21 mi	96	Declining
15	Cane Creek	58 County Road 250 Clanton, AL 35046	4.28 mi	49	Plateauing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHF AVG	IICM CGR
16	Refuge	4026 County Road 32 Clanton, AL 35046	4.72 mi	46	Declining
17	Poplar Springs	P O Box 497 Clanton, AL 35046	5.15 mi	68	Growing
18	Thorsby First	P. O. Box 307 Thorsby, AL 35171	5.55 mi	126	Growing
19	Maple Springs	1856 County Road 47 Clanton, AL 35045	5.58 mi	25	Growing
20	Collins Chapel	14366 CR 29 Jemison, AL 35085	6.00 mi	94	Growing
21	Mineral Springs	8316 County Road 51 Clanton, AL 35046	6.19 mi	150	Plateauing
22	Mount Bethel	568 County Road 61 Clanton, AL 35046	6.57 mi	85	Plateauing
23	Mt. Carmel 1	575 County Road 215 Jemison, AL 35085	6.59 mi	94	Plateauing
24	Providence 2	6197 County Road 97 Clanton, AL 35046	6.81 mi	138	Plateauing
25	Pates Chapel	190 County Road 295 Jemison, AL 35085	7.34 mi	174	Growing
26	Shiloh	850 County Road 547 Verbena, AL 36091	7.68 mi	50	Declining
27	Old Macedonia	4297 County Road 55 Clanton, AL 35046	7.94 mi	35	Declining
28	Chestnut Creek	12050 County Road 24 Verbena, AL 36091	8.32 mi	184	Declining
29	Pleasant Hill	156 County Road 189 Jemison, AL 35085	8.41 mi	62	Plateauing
30	Jemison First	P. O. Box 760 Jemison, AL 35085	8.59 mi	244	Plateauing



Intercultural Institute  
for Contextual Ministry

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Union Grove	11501 County Road 51 Jemison, AL 35085	8.68 mi	188	Growing
32	Pleasant Valley	6454 County Road 24 Verbena, AL 36091	8.84 mi	31	Growing
33	Mulberry	11176 County Road 15 Maplesville, AL 36750	9.27 mi	132	Growing
34	Pleasant Grove 1	438 County Road 123 Jemison, AL 35085	9.56 mi	140	Growing
35	Bethsalem	2990 CR 24 Billingsley, AL 36006	9.75 mi	155	Growing
36	Floyd	3439 County Road 59 Verbena, AL 36091	10.30 mi	39	Growing
37	Center Hill	2635 County Road 25 Jemison, AL 35085	10.52 mi	91	Declining
38	New Cedron	14581 County Road 37 Billingsley, AL 36006	10.71 mi	59	Declining
39	Verbena	197 County Road 500 Verbena, AL 36091	10.86 mi	150	Growing
40	Oak Grove	PO Box 639 Jemison, AL 35085	11.20 mi	53	Growing
41	Macedonia	850 County Road 36 Maplesville, AL 36750	11.46 mi	80	Declining
42	Sardis	8386 County Road 16 Maplesville, AL 36750	11.76 mi	29	Growing
43	Mars Hill	4301 County Road 42 Jemison, AL 35085	11.91 mi	148	Declining
44	Corinth Missionary	P.O. Box 66 Verbena, AL 36091	12.03 mi	24	Growing
45	Indian Grave	1343 County Road 24 Billingsley, AL 36006	12.24 mi	118	Plateauing



6 Watroak Court  
North Augusta, SC 29841

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).

In Partnership with:



Alabama Baptist Convention  
**State Board of Missions**

*This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.*

## CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)

Office: 803-279-5828

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

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

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

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

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

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

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

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

