

# MissionSite

top unreached locations



DOTHAN, AL

CENSUS TRACT: 01069040400

REGION: Southeastern Region

ASSOCIATION: Columbia

DISTRICT: 05: Southeast River District

COUNTY: Houston

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

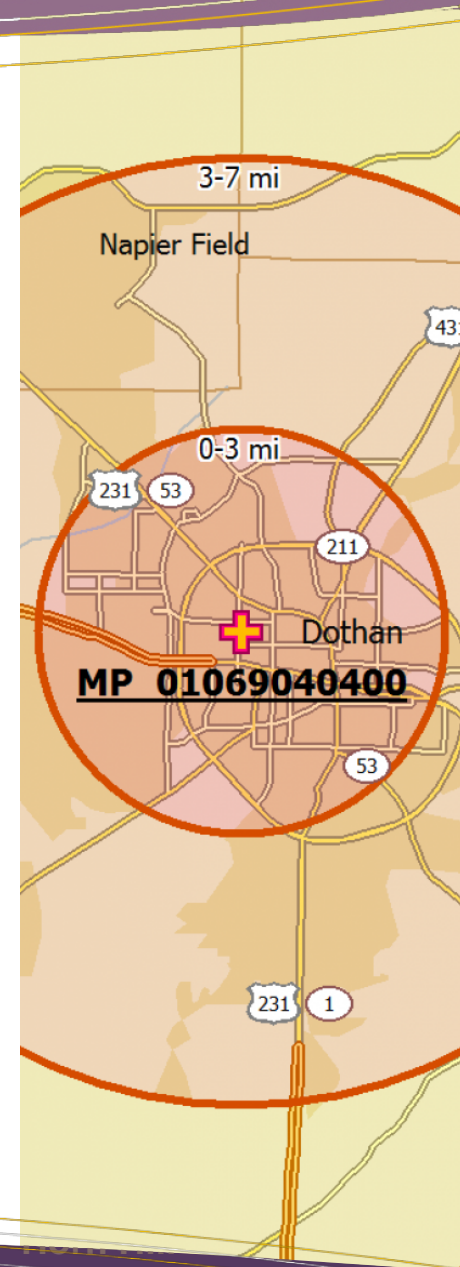
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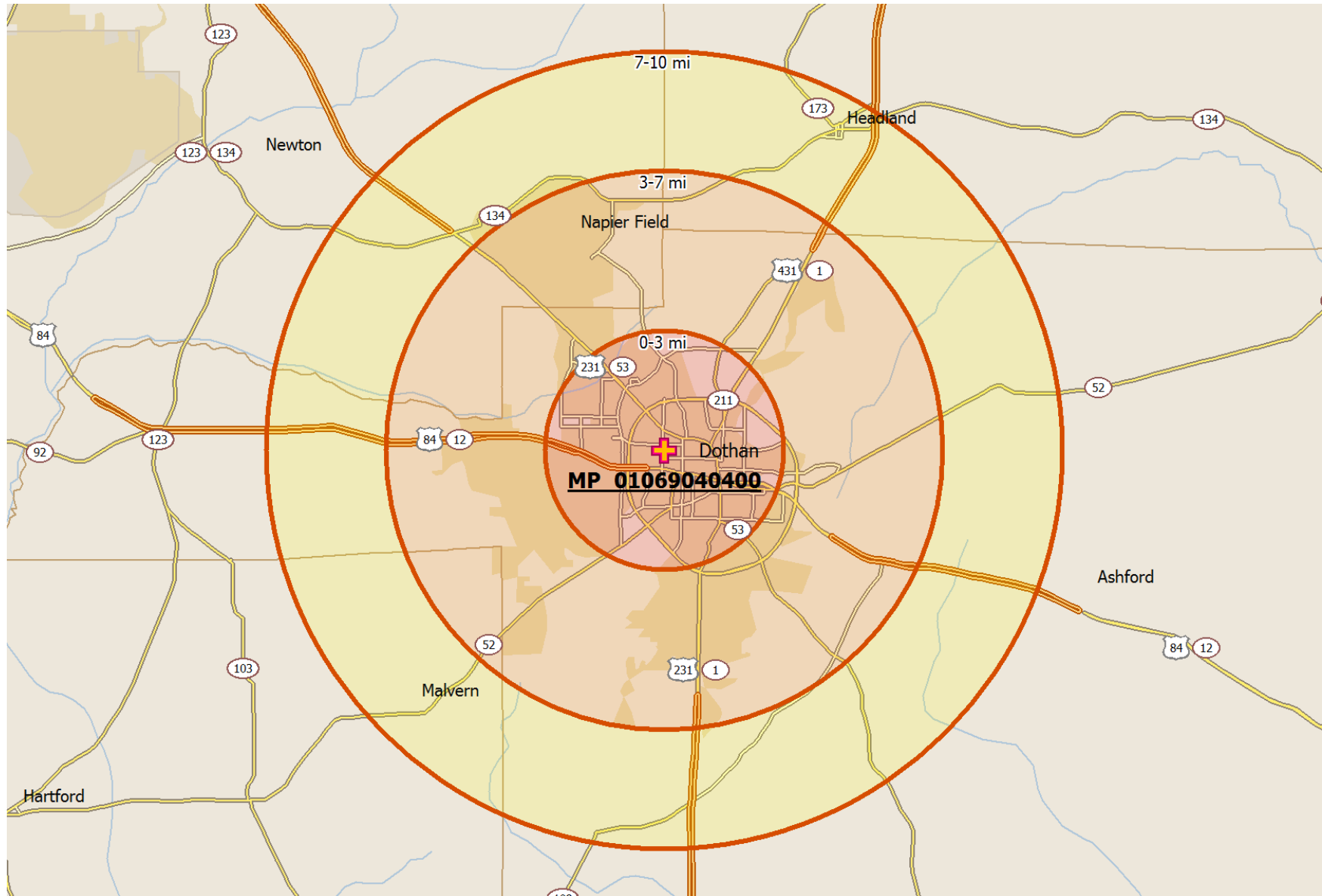
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1190	Columbia
3	District	05	Southeast River District
4	County Location	01069	Houston
5	Zipcode	36303	Houston
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

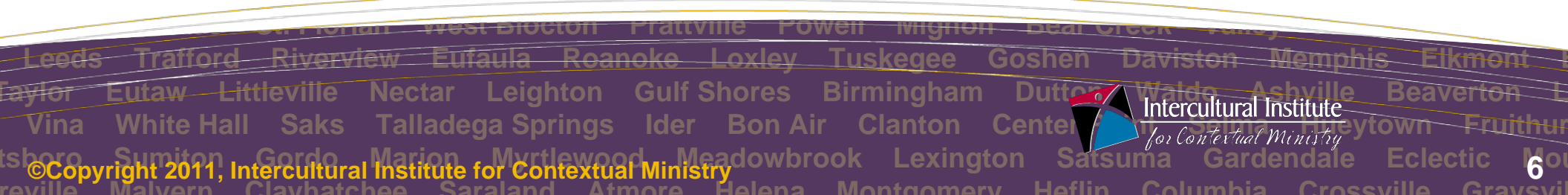
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area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

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	39,869	39,261	16,959
2010 Households	15,202	14,387	6,421
2010 Group Quarters Population	915	94	29

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	43	29	23
Language Diversity National Index	13	9	10
Foreign Born Diversity National Index	77	79	21
Ancestry Diversity National Index	30	31	34
Racial Diversity National Index	62	48	35



# Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	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



# 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	3,336	21.94%
Mainstay Communities	Established, Diverse Households	1,940	12.76%
Working Communities	Blue-collar, Working Families	2,790	18.35%
Country Communities	Rural, Agri. & Mining Families	179	1.18%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,277	14.98%
Urban Communities	High Density, Inner-city Neighborhoods	4,680	30.79%

# 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).

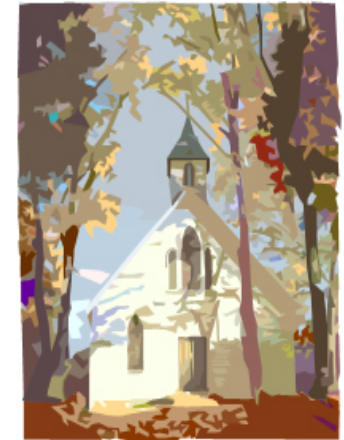
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	25,086	10,730	42.77%
Unreached %	67.54%	70.58%	104.5
Religious But NOT Evangelical HH	7,069	3,341	47.27%
Religious But NOT Evangelical %	19.03%	21.98%	115.48
Spiritual But NOT Relig or Evang HH	3,394	1,312	38.66%
Spiritual But NOT Relig or Evang %	9.14%	8.63%	94.45
Not Evangelical, Not Interested HH	14,827	6,207	41.86%
Not Evangelical, Not Interested %	39.92%	40.83%	102.27



# 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	50	7	14%
Active ALSBOM Attenders	9,897	4,318	43.63%
Active Evangelical Households	9,069	3,365	37.1%
Active Evangelical Percent	24.42%	22.13%	90.64
Inactive Evangelical Households	2,985	1,107	37.1%
Inactive Evangelical Percent	8.04%	7.28%	90.64
# New Churches Needed	0	1	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Calvary Dothan	0.26 mi	1,095	Growing
2	Dothan First	1.38 mi	1,026	Growing
3	Ridgecrest	1.44 mi	1,201	Plateauing
4	South Lena	1.75 mi	40	Plateauing
5	St James	1.75 mi	78	Declining
6	Heritage	1.85 mi	278	Declining
7	Southside	2.48 mi	600	Declining
8	Pathway	3.07 mi	136	Plateauing
9	Selma	3.07 mi	255	Plateauing
10	Rainbow Meadows	3.19 mi	79	Growing
11	Cloverdale	3.32 mi	333	Growing
12	Beulah	3.48 mi	77	Growing
13	Trinity Church of Dothan	3.51 mi	0	Plateauing
14	Bethlehem	4.16 mi	122	Plateauing
15	Mt. Gilead	4.43 mi	676	Declining

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Old Webb Road	5.51 mi	34	Growing
17	Smyrna	5.62 mi	69	Declining
18	Bethel	5.63 mi	546	Plateauing
19	Grandview	5.81 mi	224	Declining
20	Taylor	5.84 mi	71	Declining
21	Napier	5.91 mi	29	Declining
22	Kinsey	5.94 mi	152	Plateauing
23	Mt. Pleasant	6.24 mi	57	Growing
24	Bay Springs	6.38 mi	208	Plateauing
25	Faith	6.87 mi	127	Plateauing
26	Cowarts	6.95 mi	179	Plateauing
27	Memphis	7.15 mi	359	Growing
28	Midland City	7.50 mi	63	Declining
29	Mt. Ararat	8.08 mi	39	Growing
30	Rehobeth	8.11 mi	339	Plateauing



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

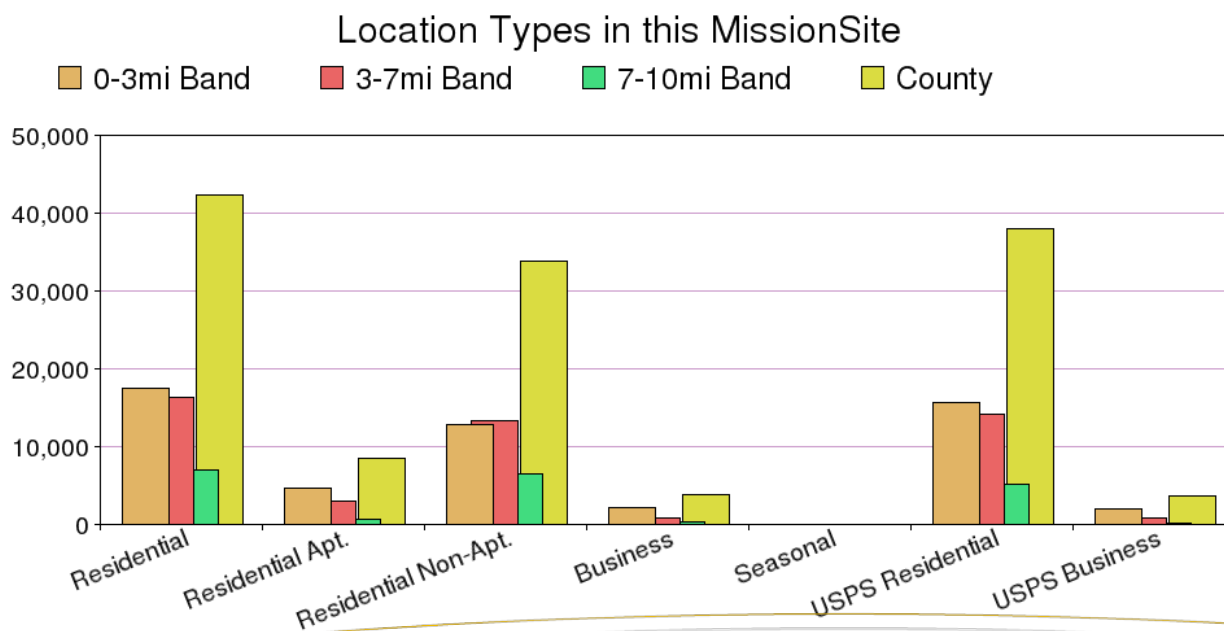
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	81,331	38,693	47.57%
2000 Population	88,787	37,741	42.51%
2010 Population	101,431	39,869	39.31%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	30,843	15,254	49.46%
2000 Households	35,834	15,806	44.11%
2010 Households	37,140	15,202	40.93%



Location Type	0-3mi Band
Residential	17,419
Residential Apt.	4,667
Residential Non-Apt.	12,752
Business	2,105
Seasonal	0
USPS Residential	15,668
USPS Business	2,060

North Courtland Phil Campbell Meridianville Daleville Anniston Athens Daviston Rosa Cottonwood No  
 metropolis Lanett Florala Clayhatchee Libertyville Woodville Ragland Rebe Brantley Brent Madison  
 Flomaton Lynn Gadsden Cordova Pennington Coosada Fultondale Muscle Shoals Orange Beach Talladega  
 Guntersville Meadowbrook McDonald Chapel Malvern Center Point Atmore Notasulga Hamilton Blue Po  
 Muscle Shoals Eva New Site Huntsville Wadley Hokes Bluff Abbeville La Fayette Waverly Elkmont

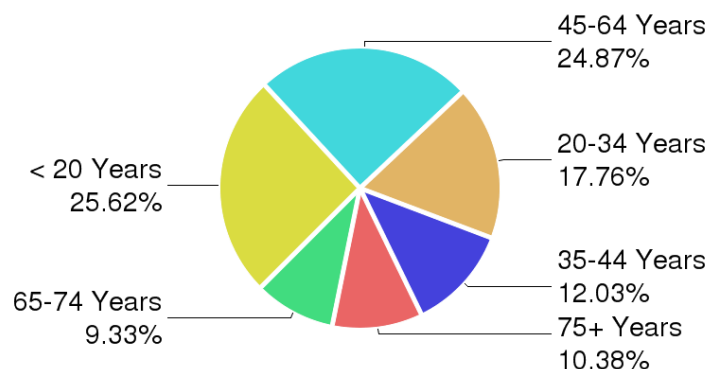
# Current Demographic Summary

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	5.53%	5.46%	98.73
4-5 Years	2.75%	2.49%	90.55
6-8 Years	4.11%	4.08%	99.27
9-11 Years	4.04%	3.85%	95.3
12-13 Years	2.65%	2.54%	95.85
14-17 Years	5.2%	4.73%	90.96
18-19 Years	2.56%	2.47%	96.48
0-5 Years	8.28%	7.95%	96.01
6-12 Years	9.47%	9.22%	97.36
13-19 Years	9.08%	8.45%	93.06
< 20 Years	26.83%	25.62%	95.49
20-34 Years	18.53%	17.76%	95.84
35-44 Years	12.55%	12.03%	95.86
45-64 Years	25.7%	24.87%	96.77
65-74 Years	8.65%	9.33%	107.86
75+ Years	7.74%	10.38%	134.11
Median Age	39	42	108.42
Median Age (Male)	37	40	107.28
Median Age (Female)	40	44	110.09

Age Group Percentages

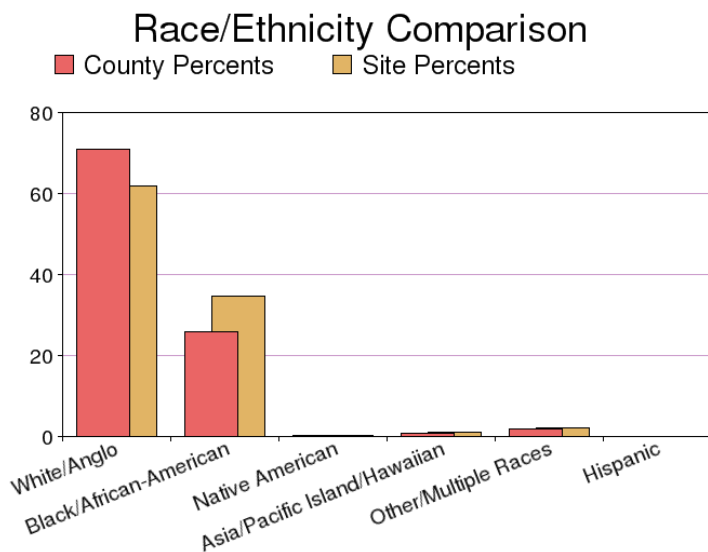


# Current Demographic Summary

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

For each category both county and 0-3 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	70.86%	61.84%	87.28
Black, African-American	25.92%	34.8%	134.25
Native American	0.36%	0.24%	65.52
Asian	0.88%	1.05%	119.2
Pacific Island, Hawaiian	0.02%	0.02%	104.76
Other/Multiple Races	1.97%	2.06%	104.77
Hispanic	0%	2.24%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	68,114	27,144	
Less than 9th Grade	5.69%	6.2%	91.9
No High School Diploma	11.78%	10.52%	112
High School Graduate	33.99%	29.66%	114.59
Some College, no degree	20.98%	21.87%	95.93
Associate Degree	8.11%	7.91%	102.54
College Degree	12.47%	14.99%	83.2
Graduate/Prof. degree	6.96%	8.85%	78.72



# 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	8.94%	10.49%	143.47
\$10,000 to \$19,999	14.38%	15.56%	108.27
\$20,000 to \$29,999	13.66%	12.8%	93.68
\$30,000 to \$49,999	20.35%	18.36%	90.21
\$50,000 to \$59,999	8.41%	7.3%	86.7
\$60,000 to \$69,999	7.06%	6.05%	85.72
\$70,000 to \$79,999	5.69%	5.07%	89.14
\$80,000 to \$89,999	4.32%	3.99%	92.36
\$90,000 to \$99,999	2.94%	2.76%	93.74
\$100,000 to \$124,999	5.72%	6.68%	116.69
\$125,000 to \$149,999	3.32%	4.06%	122.25
\$150,000 to \$199,999	3.18%	4.05%	127.33
\$200,000 to \$249,999	0.93%	1.3%	140.21
\$250,000 or more	1.1%	1.55%	141.06
Median Household	41,437	46,599	112.46
Average Household	58,861	65,668	111.56
Per Capita Household	21,822	25,054	114.81
Family/Non-Family Household Income			
Median Family Income	53,750	61,270	113.99
Average Family Income	70,913	79,665	112.34
Median Non-Family Income	23,587	26,679	113.11
Average Non-Family Income	34,112	41,398	121.36

# 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	
<b>Family Households</b>			
			Index
% Family Households	67.25%	62.2%	92.48
Families with Children	31.77%	29.11%	91.64
Families without Children	35.48%	33.08%	93.23
<b>Non-Family Households</b>			
% Non-Family Households	32.75%	37.8%	115.44
Non-Families with Children	0.18	0.2	109.39
Non-Families without Children	32.57	37.61	115.47
<b>Housing Units</b>			
			Index
Total Housing Units	44,283	18,139	
Vacant percent	16.13%	16.2%	100.41
Owned percent	58.66%	49.14%	83.78%
Rented Percent	25.21%	34.66%	137.47
<b>Households by Size</b>			
			Index
Avg household size	2.70	2.56	94.81
Avg family hh size	3.44	3.38	98.26
Avg non-family hh size	1.19	1.22	102.52
<b>Households By Count of Persons</b>			
			Percent
One	10,784	5,105	47.34%
Two	9,083	3,733	41.1%
Three or Four	12,911	4,698	36.39%
Five+	4,362	1,665	38.17%

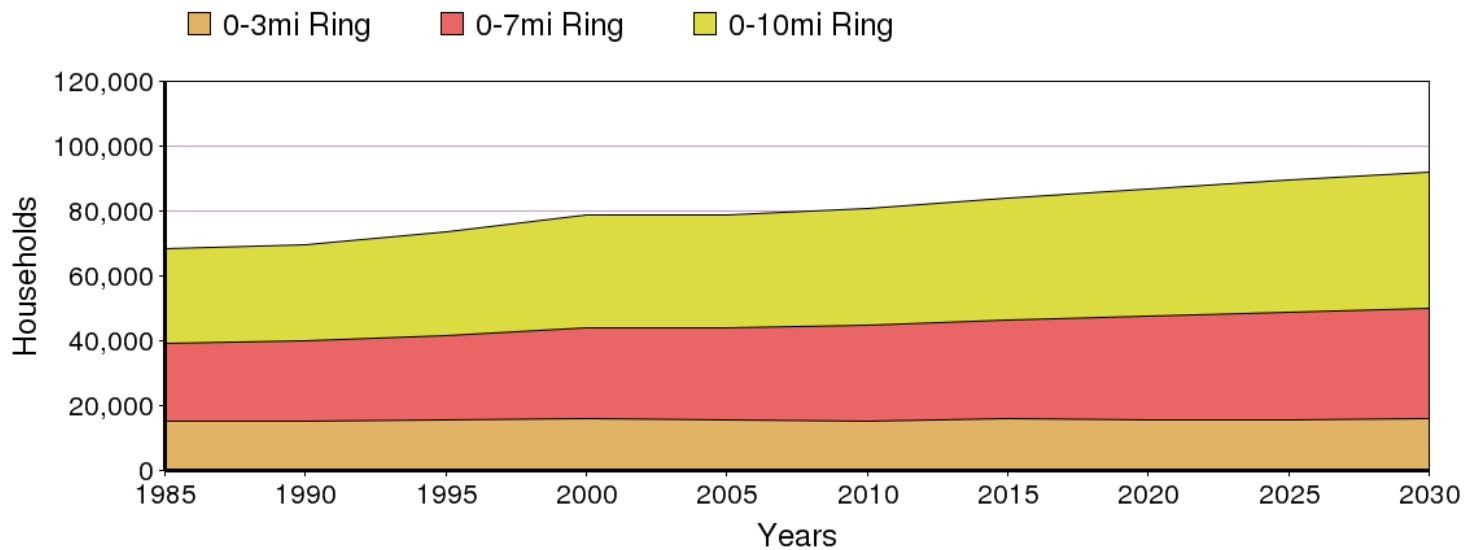
# Projected Demographic Summary

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

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	81,331	38,693	47.57%
2000 Population	88,787	37,741	42.51%
2010 Population	101,431	39,869	39.31%
2015 Population	108,144	43,109	39.86%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	30,843	15,254	49.46%
2000 Households	35,834	15,806	44.11%
2010 Households	37,140	15,202	40.93%
2015 Households	38,227	15,857	41.48%

Household Change from 1985 to 2030



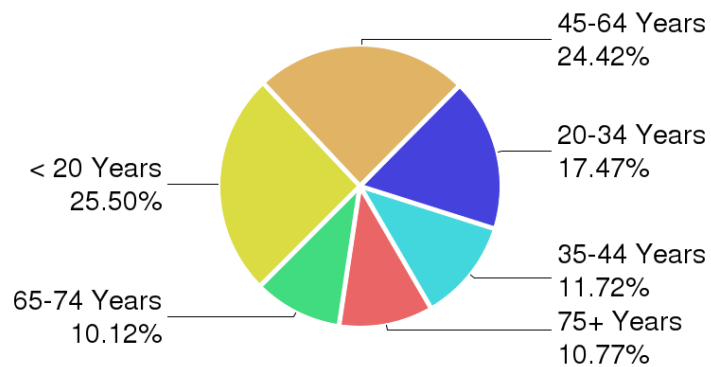
# Projected Demographic Summary

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	5.46%	5.45%	99.82
4-5 Years	2.49%	2.41%	96.79
6-8 Years	4.08%	3.84%	94.12
9-11 Years	3.85%	3.83%	99.48
12-13 Years	2.54%	2.58%	101.57
14-17 Years	4.73%	4.88%	103.17
18-19 Years	2.47%	2.51%	101.62
0-5 Years	7.95%	7.86%	98.87
6-12 Years	9.22%	8.97%	97.29
13-19 Years	8.45%	8.66%	102.49
< 20 Years	25.62%	25.49%	99.49
20-34 Years	17.76%	17.46%	98.31
35-44 Years	12.03%	11.72%	97.42
45-64 Years	24.87%	24.41%	98.15
65-74 Years	9.33%	10.12%	108.47
75+ Years	10.38%	10.77%	103.76
Median Age	39	43	110.79
Median Age (Male)	37	41	109.96
Median Age (Female)	40	45	111.58

Projected Age Group Percentages



West End-Cobb Town Camden Jackson Red Level Elmore Akron Cherokee Headland Jasper Foley A Prichard Heflin Reece City Mignon Ariton Needham Powell Daviston Baileyton Cowarts Troy Bol rdendale Moundville Centreville Madrid Huntsville Wadley Pine Apple Intercultural Institute for Contextual Ministry Andalusia Mo Lexington Calera Coosada Owens Cross Roads Malvern Livingston Grand Bay Fairfield Lynn Camp Moulton Steele Moores Mill Webb Valley Level Plains Lemison Robertsdale Russellville Pinckard Pils





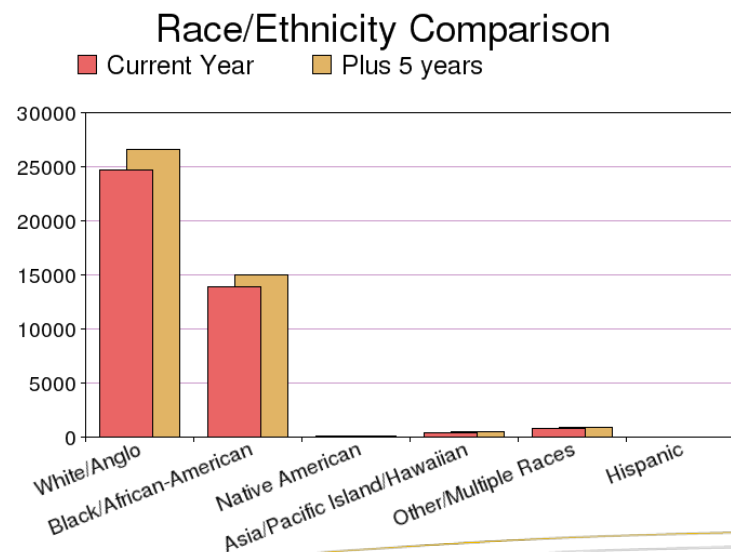
# Projected Demographic Summary

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	61.84%	61.74%	99.83
Black, African-American	34.8%	34.8%	100
Native American	0.24%	0.25%	105.27
Asian	1.05%	1.17%	112.22
Pacific Island, Hawaiian	0.02%	0.02%	118.91
Other/Multiple Races	2.06%	2.03%	98.22
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	27,144	29,281	
Less than 9th Grade	6.2%	5.06%	81.68
No High School Diploma	10.52%	9.1%	86.5
High School Graduate	29.66%	31.35%	105.68
Some College, no degree	21.87%	21.7%	99.23
Associate Degree	7.91%	8.79%	111.04
College Degree	14.99%	14.87%	99.19
Graduate/Prof. degree	8.85%	9.13%	103.24



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	10.49%	8.84%	84.21
\$10,000 to \$19,999	15.56%	14.53%	93.36
\$20,000 to \$29,999	12.8%	12.5%	97.64
\$30,000 to \$49,999	18.36%	17.27%	94.08
\$50,000 to \$59,999	7.3%	7.36%	100.88
\$60,000 to \$69,999	6.05%	6.16%	101.7
\$70,000 to \$79,999	5.07%	5.61%	100.35
\$80,000 to \$89,999	3.99%	4.48%	105.36
\$90,000 to \$99,999	2.76%	2.86%	103.88
\$100,000 to \$249,999	6.68%	7.27%	108.9
\$125,000 to \$149,999	4.06%	4.64%	114.2
\$150,000 to \$199,999	4.05%	5.05%	124.86
\$200,000 to \$249,999	1.3%	1.65%	126.37
\$250,000 or more	1.55%	1.64%	106.07
Median Household	46,599	51,118	109.7
Average Household	65,668	68,842	104.83
Per Capita Household	25,054	25,337	101.13
<b>Family/Non-Family Household Income</b>			
Median Family Income	61,270	67,744	110.57
Average Family Income	79,665	84,540	106.12
Median Non-Family Income	26,679	28,894	108.3
Average Non-Family Income	41,398	42,931	103.7

# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	62.2%	61.24%	98.47
Families with Children	29.11	27.62	94.87
Families without Children	33.08	33.33	100.75
<b>Non-Family Households</b>			
% Non-Family Households	37.8%	38.76%	102.53
Non-Families with Children	0.2	0.21	102.53
Non-Families without Children	37.61	38.55	102.51
<b>Housing Units</b>			
Total Housing Units	18,139	18,919	104.3%
Vacant percent	16.2%	16.18%	99.89
Owned percent	49.14%	49.65%	101.04
Rented Percent	34.66%	34.17%	98.58
<b>Households by Size</b>			
Avg household size	2.56	2.66	103.91%
Avg family hh size	3.38	3.58	105.92%
Avg non-family hh size	1.22	1.20	98.36%
<b>Households By Count of Persons</b>			
One	5,105	5,450	106.76%
Two	3,733	3,289	88.11%
Three or Four	4,698	5,085	108.24%
Five+	1,665	2,035	122.22%



# 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	786	517	144
Northern Europe	73	63	3
Western Europe	101	83	11
Southern Europe	33	13	0
Eastern Europe	20	15	1
Other Europe	0	0	0
Eastern Asia	59	92	3
So. Central Asia	91	20	0
SE Asia	77	72	8
Western Asia	2	5	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	1	11	0
Middle Africa	0	0	0
Northern Africa	0	2	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	5	4	0
Oceania	15	0	0
Caribbean	14	47	1
Central Amer.	211	63	92
South America	25	14	25
North America	59	13	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	32,759	28,450	15,618
Spanish	654	421	301
Other Indo-Euro language	416	260	80
French (incl. Patois, Cajun)	127	75	25
French Creole	0	0	0
Italian	23	13	11
Portuguese	0	0	0
German	125	105	43
Yiddish	0	0	0
Other West Germanic	15	9	0
A Scandinavian Language	11	0	0
Greek	0	8	0
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	6	0
Armenian	0	0	0
Persian	18	13	0
Gujarathi	75	0	0
Hindi	5	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	8	1
Asian/PI languages	0	0	0
Chinese	33	15	3
Japanese	0	37	15
Korean	14	50	3
Mon-Khmer, Cambodian	0	0	2
Miao, Hmong	0	0	0
Thai	0	13	0
Laotian	0	0	0
Vietnamese	60	45	29
Other Asian	6	0	0
Tagalog	48	5	3
Other Pacific Is	5	1	3
Other languages	23	2	23
Navajo	0	0	0
Other Native N. American	0	2	11
Hungarian	17	0	0
Arabic	0	0	7
Hebrew	0	0	3
African languages	6	0	2
Other unspecified	0	0	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	27,454	23,250	10,989
Arab	53	31	0
Armenian	10	1	0
Austrian	10	48	2
British	168	153	9
Canadian	37	25	6
Croatian	53	2	0
Czech	62	26	7
Czechoslovak	18	18	0
Danish	55	27	19
Dutch	253	105	119
English	2,578	2,059	1,019
European	404	239	55
Finnish	14	3	0
French (not Basque)	308	336	107
French Canadian	98	45	21
German	1,548	1,161	483
Greek	12	39	1
Hungarian	35	8	5
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,854	1,687	1,003
Italian	418	354	225
Lithuanian	6	2	1
Norwegian	107	43	42
Polish	204	142	60
Portuguese	13	4	2
Romanian	0	0	0
Russian	20	17	30
Scandinavian	8	9	1
Scotch-Irish	820	496	351
Scottish	477	191	127
Slovak	0	0	1
Subsaharan African	252	250	76
Swedish	105	67	31
Swiss	18	14	0
Ukrainian	1	6	18
US/American	6,611	6,500	3,716
Welsh	64	55	12
West Indian	22	23	0
Yugoslavian	0	0	0
Other	10,740	9,064	3,438



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

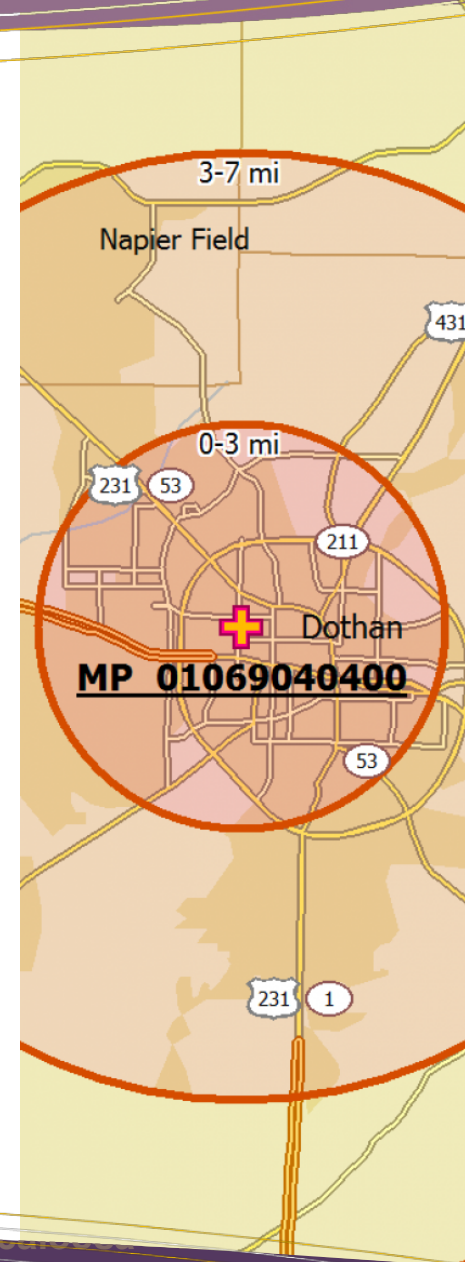
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	15,202	100%	10,728	100%
<b>AFFLUENT SUBURBIA</b>	2,080	13.68%	1,473	13.73%
America's Wealthiest	271	1.78%	217	2.02%
Dream Weavers	656	4.32%	469	4.37%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	468	3.08%	314	2.93%
Small Town Success	604	3.97%	418	3.9%
New Suburbia Fam.	81	0.53%	55	0.51%
<b>UPSCALE AMERICA</b>	1,256	8.26%	860	8.02%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,044	6.87%	701	6.53%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	212	1.39%	159	1.48%
<b>SM TWN SUCCESS</b>	805	5.3%	549	5.12%
2nd City Homebodies	135	0.89%	96	0.89%
Prime Middle America	59	0.39%	38	0.35%
Urban Optimists	0	0%	0	0%
Family Convenience	123	0.81%	78	0.73%
Mid-Market Enterprise	488	3.21%	337	3.14%



# 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	15,202	100%	10,728	100%
<b>BLUE COLLAR BACKBONE</b>	101	0.66%	68	0.63%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	33	0.22%	22	0.21%
Small Town Endeavors	68	0.45%	46	0.43%
<b>AMER. DIVERSITY</b>	1,135	7.47%	814	7.59%
Ethnic Urban Mix	17	0.11%	12	0.11%
Urban Blues	109	0.72%	70	0.65%
Professional Urbanites	795	5.23%	575	5.36%
Urban Advancement	94	0.62%	63	0.59%
Amer. Great Outdoors	19	0.12%	12	0.11%
Mature America	101	0.66%	82	0.76%
<b>METRO FRINGE</b>	2,689	17.69%	1,844	17.19%
Steadfast Conservative	2,361	15.53%	1,618	15.08%
Moderate Conventionalists	101	0.66%	68	0.63%
Southern Blues	22	0.14%	15	0.14%
Urban Grit	0	0%	0	0%
Grass-Roots Living	205	1.35%	143	1.33%

# 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	15,202	100%	10,728	100%
<b>REMOTE AMERICA</b>	87	0.57%	52	0.48%
Hardy Rural Fam.	31	0.2%	19	0.18%
Rural Southern Living	50	0.33%	29	0.27%
Coal & Crops	6	0.04%	4	0.04%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	2,277	14.98%	1,700	15.85%
Young Cosmopolitans	538	3.54%	421	3.92%
Minority Metro Communities	1,254	8.25%	929	8.66%
Stable Careers	485	3.19%	350	3.26%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	92	0.61%	56	0.52%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	65	0.43%	40	0.37%
Small Town Connections	27	0.18%	16	0.15%
Hinterland Fam.	0	0%	0	0%

# 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	15,202	100%	10,728	100%
<b>STRUGGLING SOCIETIES</b>	2,325	15.29%	1,576	14.69%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	2,325	15.29%	1,576	14.69%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	2,355	15.49%	1,736	16.18%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	704	4.63%	492	4.59%
Urban Diversity	181	1.19%	130	1.21%
New Generation Activists	65	0.43%	44	0.41%
Getting By	1,405	9.24%	1,070	9.97%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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

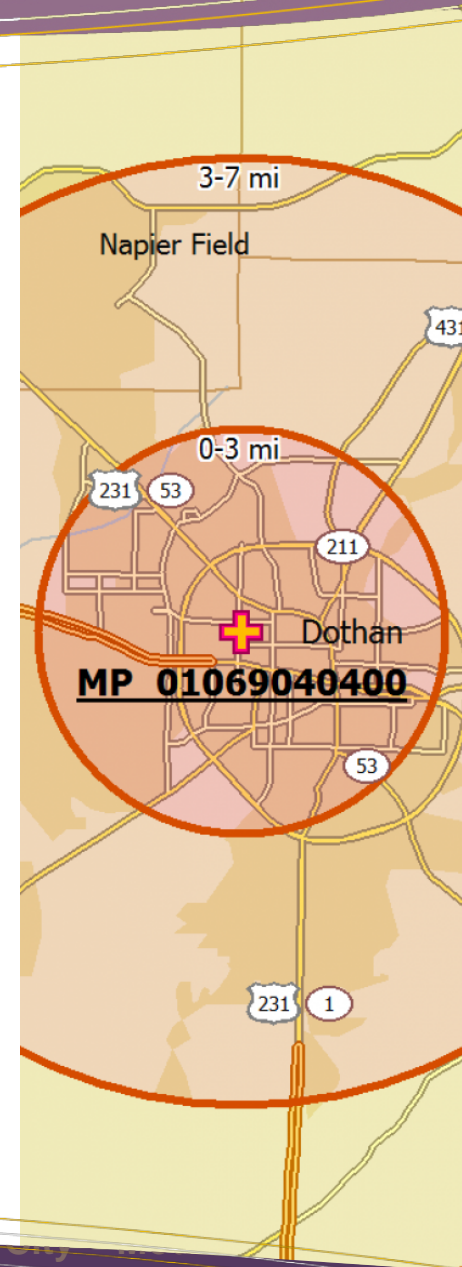
## Potential Cultural Bridges

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

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

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

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

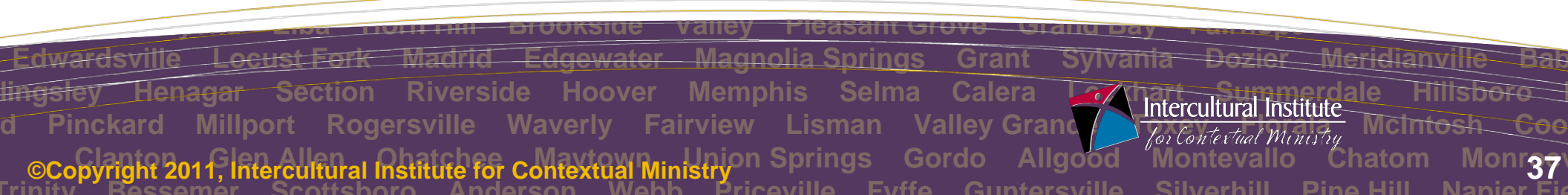


# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	74%	75%	75%
Use Comp. for Internet/E-mail	55%	57%	57%
Internet Use: E-Mail	48%	48%	48%
Use Comp. for Comp. Games	37%	38%	38%
Use Comp. for Word Processing	37%	37%	37%
Use Comp. for Shopping	33%	34%	34%
Use Comp. for Education	32%	32%	31%
HH Owns DVD Player	29%	29%	29%
Use Comp. for Digital Camera	29%	31%	31%
Photo Editing			
Use Comp. for Banking	29%	30%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	27%	27%	27%
Internet Use: Banking	25%	25%	26%
Use Comp. for News/Info./Data Service	23%	23%	22%
PC-Network-HH Has One	18%	19%	19%
Use Comp. for Personal Financial Mngmnt	15%	14%	14%
Internet Use: Shopping: Gathered Info. for Shopping	14%	13%	13%
Use Comp. for Accounting	13%	14%	14%
Use Comp. for Filing/DB Mngmnt	13%	13%	13%
Internet Use: Research/ Education	12%	12%	12%
Internet Use: Read Magazines/ Newspapers	12%	11%	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	68%	68%	68%
Dining Out (Not Fast Food)	55%	56%	56%
Reading Books	54%	54%	53%
Card Games	40%	41%	41%
Cooking for Fun	36%	35%	35%
Go To A Beach/Lake	35%	35%	35%
Gardening	30%	32%	32%
Board Games	30%	31%	32%
Visit Museum	21%	20%	20%
Going To	19%	19%	19%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	37%	38%	39%
Dentist	27%	27%	27%
Backache	22%	22%	22%
Eye Dr.	21%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	20%	20%	20%
High Cholesterol	18%	18%	18%
Any Arthritis	15%	15%	15%
Acid Reflux Disease (GERD)	14%	14%	14%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	28.71%	28.21%	27.7%
Live Theater	22.22%	21.35%	20.68%
Live Theater Most Often	17.61%	17.19%	16.73%
Rock/Pop Concerts Most Often	15.59%	15.16%	14.8%
Dance Performance	10.65%	9.67%	9.12%
Comedy Club	10.2%	9.9%	9.51%
Movies: Comedy	41.61%	41.04%	40.48%
Movies: Action/Adventure	40.32%	39.42%	39.01%
Movies: Drama	24.65%	23.01%	22.21%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	21.8%	21.31%	20.8%
Movies: Fam.	21.33%	21.11%	20.79%
Movies: Mystery	20.63%	18.68%	18.15%
MLB Baseball Reg. Season	7.79%	7.64%	7.45%
NFL Football Reg. Season	6.8%	6.66%	6.46%
College Football Reg. Season	6.63%	6.65%	6.57%
College Basketball Reg. Season	4.54%	4.62%	4.52%
NBA Basketball Reg. Season	3.93%	3.76%	3.59%
NHL Hockey Reg. Season	2.95%	2.72%	2.58%

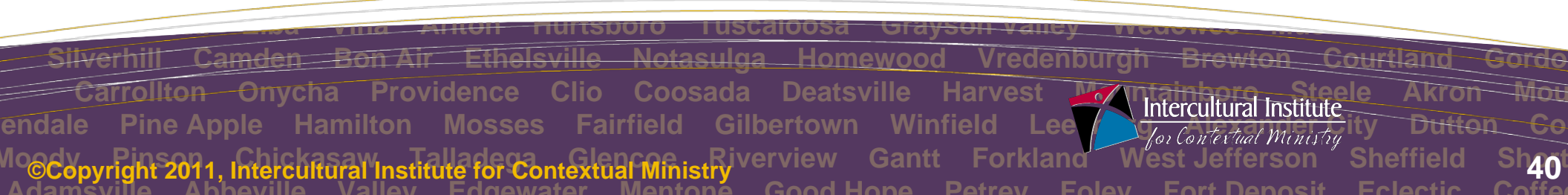


# Potential Cultural Bridges

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	39.6%	39.71%	39.42%
Swimming	29.53%	30.82%	31.43%
Bowling	19.85%	20.6%	20.91%
Billiards/Pool	17.47%	17.94%	18.09%
Jogging/Running	16.08%	15.43%	14.97%
Weight Training	16.02%	15.83%	15.61%
Basketball	15.2%	15.43%	15.42%
Freshwater Fishing	13.8%	15.83%	17.24%
Using Cardio Machine	13.49%	13.24%	13%
Golf	12.82%	13.09%	13.03%
Stationary Cycling	12.23%	11.99%	11.8%
Mountain/Road Biking	11.9%	11.98%	11.98%
Camping Trips	11.48%	12.65%	13.75%
Aerobics	10.74%	10.5%	10.16%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Baseball	10.14%	10.72%	10.85%
Football	9.88%	10.29%	10.32%
Backpacking/Hiking	8.93%	8.93%	9.08%
Volleyball	8.05%	8.19%	8.2%
Yoga	7.4%	6.98%	6.76%
Tennis	7.05%	7.02%	6.93%
Softball	6.97%	7.28%	7.3%
Power Boating	6.92%	7.23%	7.36%
Soccer	6.65%	6.62%	6.56%
Saltwater Fishing	6.51%	6.94%	7.24%
Target Shooting	6.36%	7.33%	8%
Hunting	6.11%	7.64%	8.76%
Canoeing/Kayaking	5.98%	6.07%	6.15%
Ice Skating	5.65%	5.32%	5.13%



# 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
Roller Skating	5.4%	5.32%	5.2%
Motorcycling	4.95%	5.46%	5.64%
Snorkeling	4.79%	4.73%	4.65%
Downhill & X-Country Skiing	4.58%	4.52%	4.44%
Horseback Riding	4.46%	4.99%	5.36%
Jet Skiing	4.26%	4.37%	4.33%
Fly Fishing	3.82%	4.09%	4.31%
Water Skiing	3.65%	3.89%	3.96%
Racquetball	3.52%	3.71%	3.67%
Hockey	3.38%	3.44%	3.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Rock Climbing	3.34%	3.29%	3.26%
Sailing	3.33%	3.23%	3.17%
Archery	3.22%	3.72%	4.09%
Snowboarding	3.22%	3.16%	3.11%
Martial Arts	3.2%	3.1%	3.1%
Snowmobiling	3.16%	3.34%	3.38%
Skateboarding	3.04%	3.03%	3.08%
Auto Racing	2.94%	2.98%	3.07%
Surfing & Windsurfing	2.52%	2.43%	2.4%
Rowing	2.44%	2.5%	2.5%

## 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.

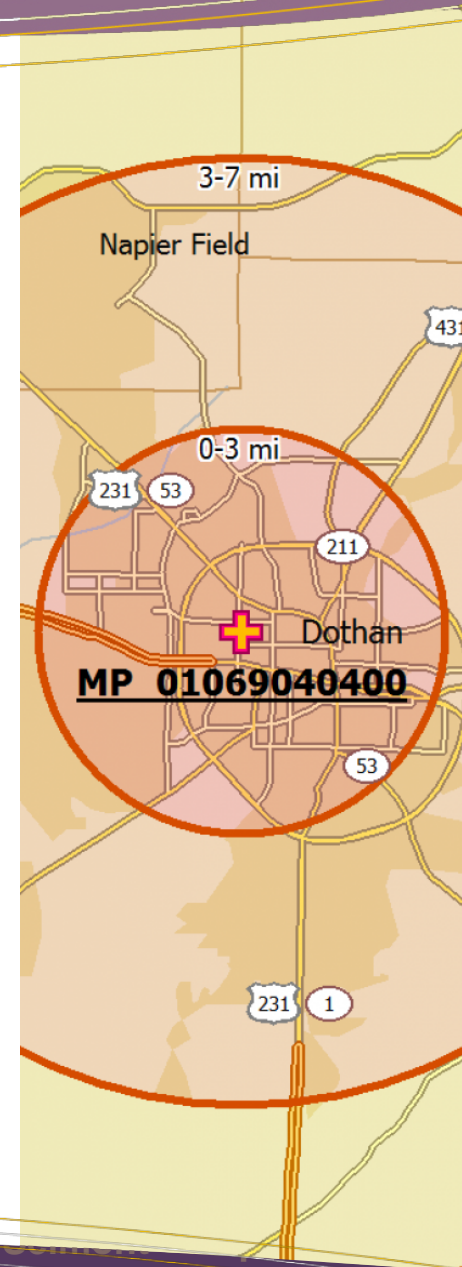
### BIBLICAL BARRIERS

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.

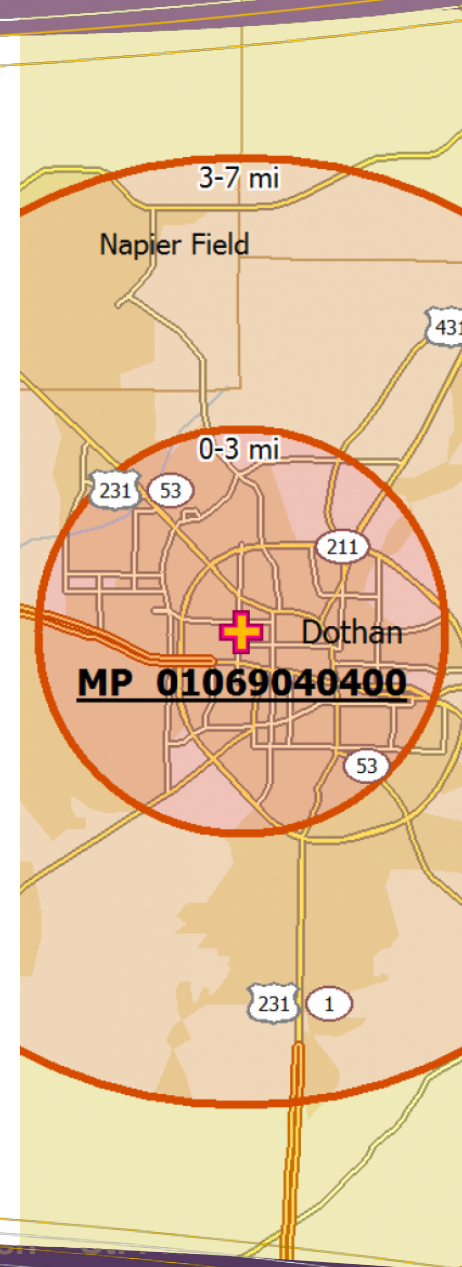
### CULTURAL BARRIERS OF ACCEPTANCE

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

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	52%	51%	51%
Speak My Mind Even If It Upsets People	38%	37%	37%
Find It Difficult To Say No To My Kids	36%	37%	38%
Like Control Over People And Resources	35%	35%	34%
Prefer To Have Few Possessions As Possible	34%	33%	32%
Woman's Place Is In The Home	33%	34%	34%
Don't Judge People/Way They Live Life	30%	30%	29%
If Won Lottery Would Never Work Again	28%	27%	27%
Like To Do Unconventional Things	27%	28%	29%
Too Much Sponsorship In Arts/Sports	26%	25%	25%
Money Is Best Measure Of Success	25%	25%	25%
Friends More Important Than My Fam.	25%	24%	24%

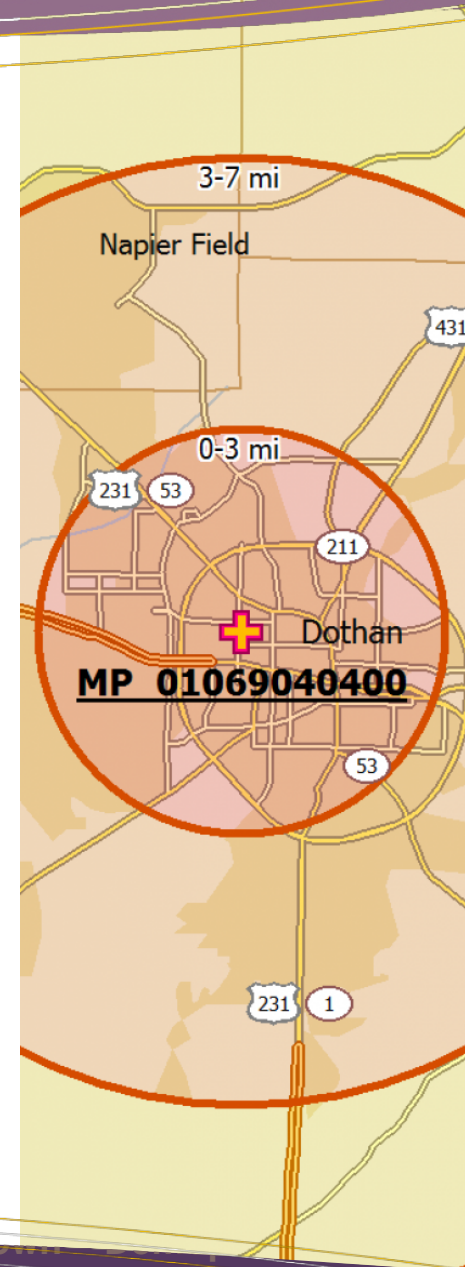
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	21%	21%	21%
Marijuana Should Be Legalized	21%	20%	20%
I Am A Workaholic	21%	20%	20%
Like To Pursue Challenge/Novelty/Change	18%	18%	17%
Rarely Sit Down to a Meal Together At Home	16%	17%	17%
We Should Strive for Equality for All	16%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



## Potential Cultural Themes

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

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



# Potential Cultural Themes:

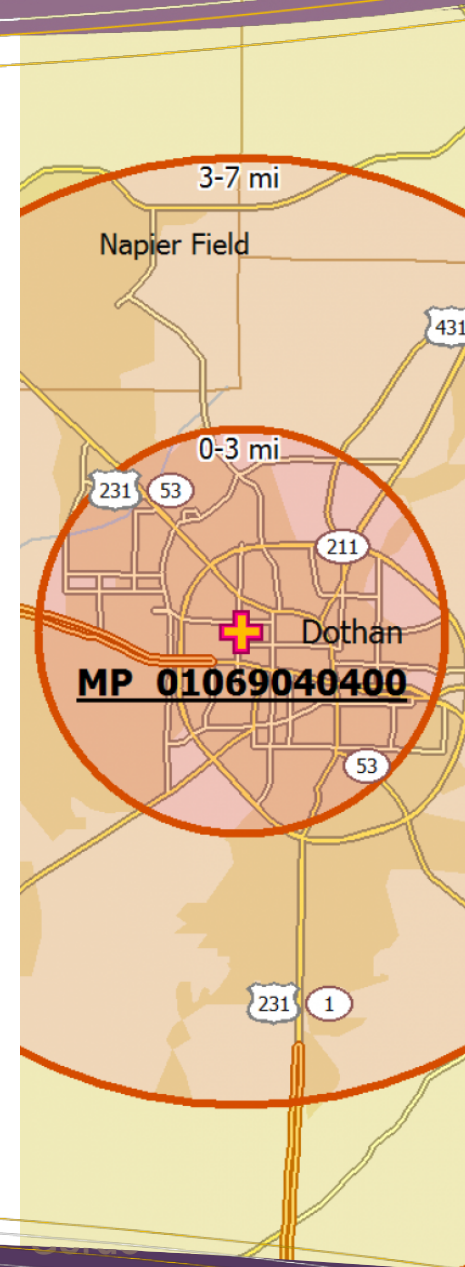
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information,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

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	60%	61%	61%
You Should Seize Opportunities In Life	58%	57%	57%
Like To Understand About Nature	39%	39%	38%
Prefer Work Part Of Team Than Alone	34%	35%	34%
Prefer To Have Few Possessions As Possible	34%	33%	32%
Important Feel Respected By My Peers	34%	33%	33%
Important To Juggle Various Tasks	32%	31%	31%
Good At Fixing Things	29%	28%	28%
Have Keen Sense Of Adventure	28%	27%	27%
People Have To Take Me As They Find Me	24%	24%	23%
Like To Just Enjoy Life	22%	22%	21%
Consider Myself Interested In The Arts	22%	20%	20%

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

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	84.99%	85.46%	85.8%
Restaurant-Visit Any			
Fam. Restaurants/Steak	78.7%	80.23%	80.83%
Houses-Visit Any			
McDonald's	55.61%	55.98%	56.18%
Burger King	38.06%	37.67%	37.77%
Kentucky Fried Chicken (KFC)	31.02%	30.82%	30.79%
Wendy's	30.54%	31.01%	30.98%
Subway	29.97%	30.45%	30.72%
Applebee's	28.58%	29.25%	29.4%
Taco Bell	27.35%	28.06%	28.29%
Pizza Hut	22.46%	22.81%	23.06%
Arby's	21.67%	22.48%	22.76%
Olive Garden	20.55%	20.62%	20.45%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	17.9%	17.46%	17.26%
Dairy Queen	17.31%	17.57%	17.92%
Domino's Pizza	15.54%	14.96%	14.62%
IHOP (International House Of Pancakes)	15.34%	14.79%	14.33%
Outback Steakhouse	15.25%	14.98%	14.76%
TGI Friday's	14.07%	13.11%	12.53%
Chick-Fil-A	13.88%	14.35%	14.29%
Starbucks	13.62%	12.95%	12.48%
Chili's Grill and Bar	13.59%	13.54%	13.24%
Sonic	13.26%	14.09%	14.76%
Cracker Barrel	13.16%	14.39%	15.11%
Dunkin' Donuts	12.82%	11.84%	11.39%

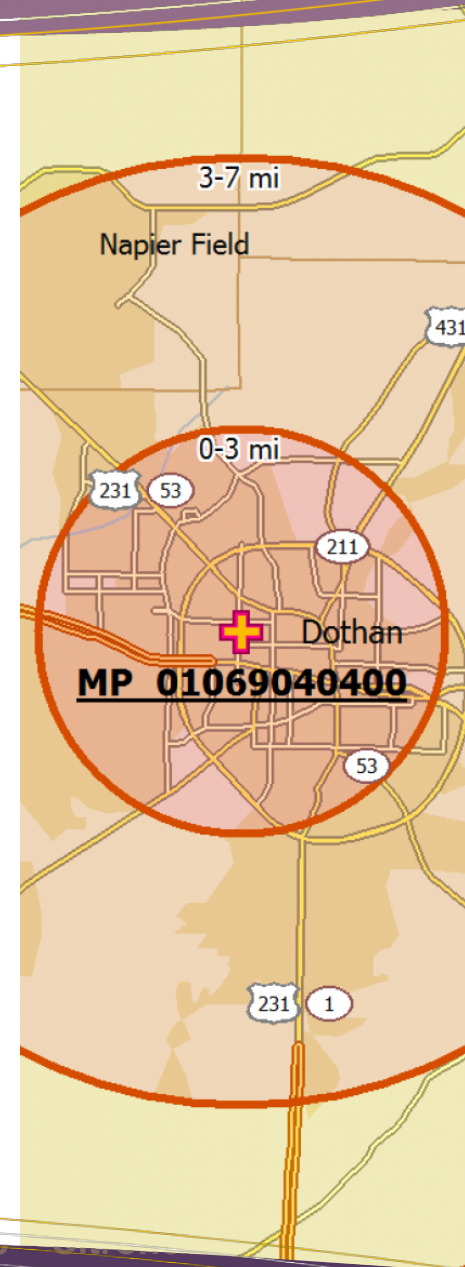


## Potential Shared Projects

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

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

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





# Potential Shared Projects

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

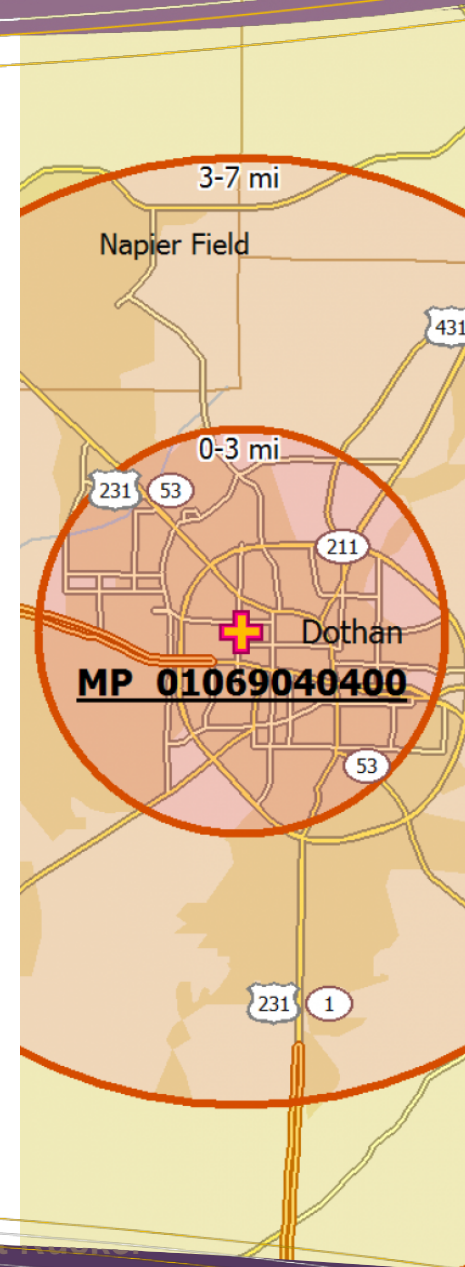
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	45.37%	46.01%	45.71%
Recycled products	32.45%	32.86%	32.51%
Worked as volunteer (non political)	15.91%	16.13%	16.13%
Engaged in fund raising	10.78%	11.28%	11.27%
Religious club member	7.55%	7.79%	7.83%
Wrote to elected offcl about publ bus	5.69%	5.84%	5.79%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.62%	5.59%	5.53%
Took active part in local civic issue	5.28%	5.2%	5.1%
Charitable Organization	5.22%	5.28%	5.28%
Church Board	5.1%	5.37%	5.4%
Addressed a public meeting	4.67%	4.73%	4.74%
Union member	4.65%	4.91%	4.94%

## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	16.73%	16.72%	16.48%
Children's Books	12.92%	13.22%	13.23%
Mystery	11.39%	11.34%	11.36%
Cookbooks	10.34%	10.21%	10.18%
Religious (not Bibles)	8.9%	9.22%	9.27%
History	6.93%	6.86%	6.77%
Personal/Business	6.8%	6.71%	6.59%
Self-help			
Biography	6.73%	6.63%	6.47%
Romance	6.67%	6.96%	7.06%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	69.03%	68.4%	67.33%
Gen. Editorial	50.79%	49.56%	48.69%
Womens	44.07%	43.53%	42.88%
Service	34.02%	34.39%	34.53%
Business/Finance	20.35%	19.6%	18.79%
Mens	19.33%	18.97%	18.55%
Sports	16.13%	15.48%	15.01%
Music	15.18%	14.22%	13.67%
Parenthood	14.43%	14.11%	13.97%

# 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	52.28%	53.39%	53.64%
Classified	31.85%	32.63%	33.21%
Sport	31.73%	31.88%	31.73%
Business/Finance	28.65%	28.43%	27.89%
Editorial Page	28.35%	29.16%	29.5%
Comics	25.73%	26.06%	26.3%
Movie Listings & Reviews	25.56%	25.24%	24.77%
Food/Cooking	24.72%	24.72%	24.64%
TV/Radio Listings	23.7%	23.65%	23.53%
Home/Gardening	20.49%	20.81%	20.75%
Travel	19.29%	19.21%	18.8%
Science/Technology	16.68%	16.79%	16.56%
Fashion	15.35%	15.17%	14.89%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	25.64%	22.99%	21.22%
CHR Contemp Hit Radio	17.88%	17.49%	17.25%
Adult Contemporary	16.3%	16.23%	16.25%
Country	14.69%	17.29%	19.25%
News/Talk	11.1%	11.02%	10.74%
Oldies	10.82%	10.77%	10.68%
Rock	9.89%	10.36%	10.47%
Variety	8.87%	8.67%	8.28%
Alternative	8.84%	8.58%	8.35%
Classic Rock	8.1%	8.52%	8.73%
Jazz	7.41%	7.02%	6.5%
All News	6.46%	6.34%	5.96%
Soft Contemporary	6.18%	6.3%	6.18%
Religious	5.56%	5.94%	6.08%
Gospel	4.79%	4.6%	4.56%
All Talk	4.23%	4.13%	3.99%
Sports	4.06%	3.96%	3.8%
Classical	3.66%	3.53%	3.39%

# 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	61.93%	62.9%	63.04%
Satellite Dish	51.12%	52.34%	53.02%
Soapnet	50.89%	51.06%	50.9%
Other Video-On-Demand	45.34%	43.9%	43.84%
Sci-Fi Channel	34.64%	35.44%	35.66%
Comedy Central	34.03%	32.17%	30.91%
MSNBC	32.83%	33.36%	33.41%
Adult Pay Per View TV	32.26%	32.64%	33.1%
Subscribe Digital Cable	31.1%	30.38%	30.12%
TV Info From Sunday TV Magazine	28.34%	28.86%	28.98%
Nickelodeon	26.06%	27.38%	27.95%
TV Info From Newspapers	25.97%	26.18%	26.18%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
ABC Fam.	25.93%	24.75%	23.8%
TCM (Turner Classic Movies)	25.51%	25.46%	25.29%
ESPN2	25.45%	23.91%	23.07%
BET (Black Entertainment TV)	25.17%	24.41%	23.95%
Hallmark Channel	24.95%	24.99%	24.85%
The Golf Channel	23.87%	23.63%	23.15%
Adult Swim	23.81%	24.79%	24.95%
TV Info From Monthly Cable Guide	23.75%	23.8%	23.92%
USA Network	23.73%	24%	23.9%
Nick At Nite	23.4%	24.23%	24.44%
ESPN Classic	22.85%	21.28%	20.3%
TV Info From Other	21.46%	21.18%	21.01%

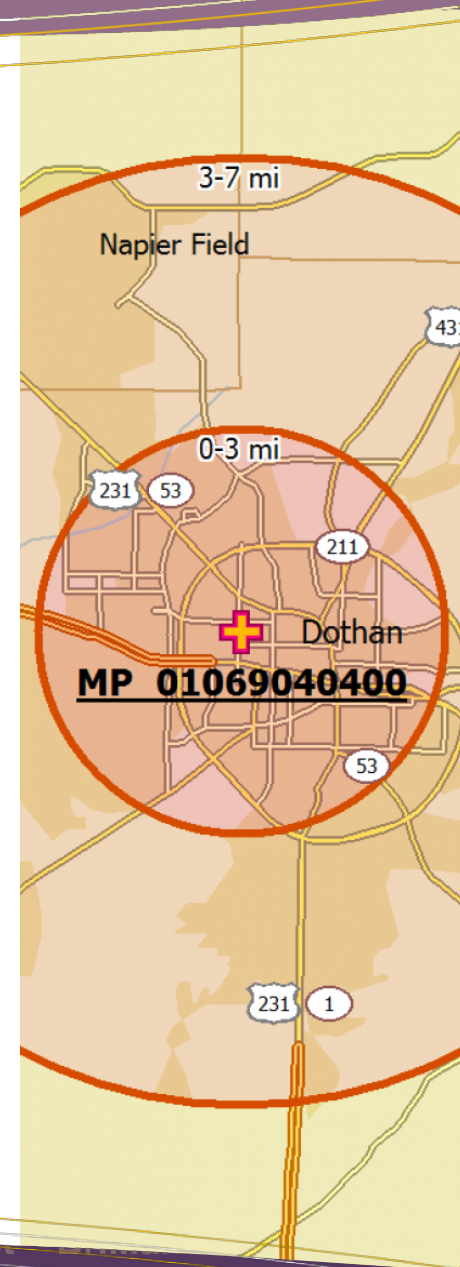


## Communication Media Usage

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+)	19.2%	19.26%	19.13%
Medium Users (4-6)	10.2%	10.15%	10.08%
Light Users (1-3)	19.32%	19.84%	19.85%
Quintiles (20%)			
Newspaper I (Heavy)	1.33%	1.26%	1.25%
Newspaper II	1.72%	1.61%	1.55%
Newspaper III	1.82%	2%	2.07%
Newspaper IV	0.41%	0.48%	0.5%
Newspaper V (Light)	0.96%	1%	1.03%

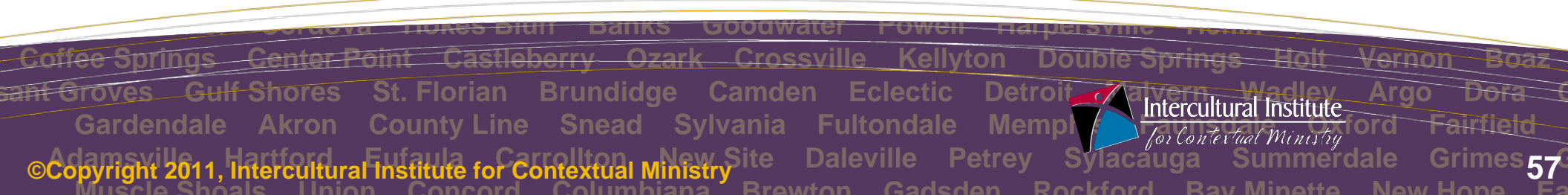
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.91%	20.04%	19.95%
Magazines II	8.99%	9.02%	9.03%
Magazines III	9.35%	9.74%	9.86%
Magazines IV	12.28%	12.3%	12.15%
Magazines V (Light)	0.62%	0.65%	0.62%
Outdoor I (Heavy)	8.38%	7.66%	7.25%
Outdoor II	3.97%	3.6%	3.41%
Outdoor III	4.89%	4.46%	4.23%
Outdoor IV	16.41%	16.33%	16.66%
Outdoor V (Light)	25.62%	25.25%	25.2%
Yellow Pages I (Heavy)	15.14%	15.23%	15.3%
Yellow Pages II	7.24%	6.96%	6.73%
Yellow Pages III	8.1%	7.31%	6.9%
Yellow Pages IV	22.61%	22.85%	23.04%
Yellow Pages V (Light)	4.34%	4.11%	3.99%

# 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)	2.77%	2.88%	2.93%
Drive Time III (Medium)	0.83%	0.88%	0.85%
Radio IV & V (Light)	2.65%	2.58%	2.57%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.01%	10.1%	9.95%
Radio III (Medium)	4.31%	4.43%	4.51%
Radio IV & V (Light)	3.7%	3.63%	3.55%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.99%	12.9%	12.87%
Cable III (Medium)	5.22%	4.93%	4.94%
Cable IV & V (Light)	36.79%	35.56%	35.04%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.53%	3.67%	3.72%
Prime Time III (Medium)	1.44%	1.61%	1.68%
Prime Time IV & V (Light)	9.9%	9.48%	9.33%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.01%	39.57%	39.87%
Fringe III (Medium)	52.26%	53.07%	53.62%
Fringe IV (Light)	53.92%	54.99%	55.49%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.06%	14.67%	14.48%
All Day III (Medium)	23.77%	23.97%	24.21%
All Day IV (Light)	16.8%	16.2%	15.44%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.14%	12%	11.85%
6:00am - 10:00am	17.82%	16.78%	16%
10:00am - 3:00pm	11.92%	10.08%	9.26%
3:00pm - 7:00pm	16.38%	15.65%	15.24%
7:00pm - Midnight	13.52%	12.98%	12.67%
Midnight - 6:00am	8.56%	7.35%	6.83%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.21%	14.96%	14.81%
6:00am - 10:00am	3.99%	3.8%	3.71%
10:00am-3:00pm	6.53%	5.96%	5.61%
3:00pm - 7:00pm	9%	8.05%	7.73%
7:00pm - Midnight	9.99%	9.98%	9.76%
Midnight - 6:00am	14.2%	13.11%	12.46%

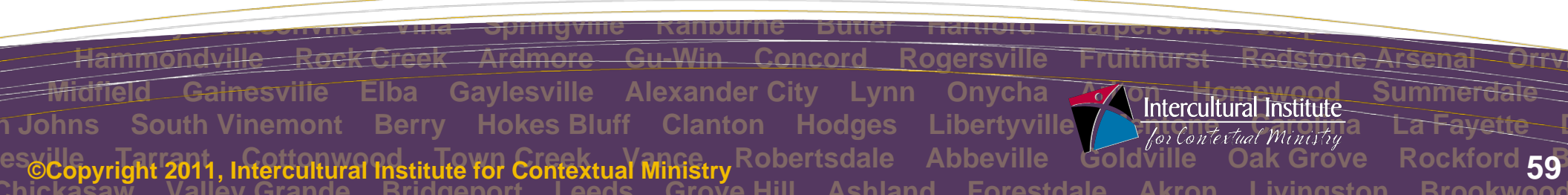
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.9%	8%	7.88%
Saturday: 8:00-11:00pm	8.51%	8.61%	8.59%
Sunday: 7:00-11:00pm	10.43%	10.22%	10.1%
9:00am-1:00pm	23.4%	24.23%	24.44%
9:00am-4:00pm	27.17%	28.05%	28.26%
4:00pm-7:00pm	29.18%	29.74%	29.24%
11:00pm-1:00am	41.86%	41.96%	41.74%
AVG Prime time	4.49%	4.03%	3.8%
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	18.34%	17.59%	17.04%
7-9am	25.45%	23.91%	23.07%
9am-12noon	17.53%	18.98%	19.37%
12noon-4pm	9.64%	9.07%	8.89%
4-6pm	48.7%	48.72%	48%
6-7pm	17.25%	17.98%	18.28%
7-7:30pm	1.46%	1.46%	1.43%
7:30-8pm	10.42%	10.53%	10.6%
8-11pm	7.9%	8%	7.88%
11pm-12am	32.83%	33.36%	33.41%
11pm-1am	41.86%	41.96%	41.74%
1-6am	34.19%	32.86%	31.69%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	19.63%	19.01%	18.61%
Sat: 10am-1pm	8.99%	8.89%	8.7%
Sat: 1-4pm	24.95%	25.07%	25.03%
Sat: 4-6pm	7.88%	7.65%	7.5%
Sat: 6-7pm	1.82%	1.91%	1.87%
Sat: 7-8pm	0.98%	0.99%	0.97%
Sat: 8-11pm	8.51%	8.61%	8.59%
Sat: 11pm-1am	5.92%	5.74%	5.54%
Sat: 1am-7pm	23.73%	24%	23.9%
Sun: 7-10am	2%	2.11%	2.18%
Sun: 10am-1pm	6.01%	6.36%	6.54%
Sun: 1-4pm	5.94%	6.11%	6.18%
Sun: 4-7pm	12.95%	13.14%	13.19%
Sun: 7-11pm	10.43%	10.22%	10.1%
Sun: 11pm-1am	5.41%	5.24%	5.09%
Sun: 1-7am	21.09%	21.31%	21.28%





# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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

# Using the Shared Places, Projects, Media Content and Usage

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

## *Issues for Your Consideration*

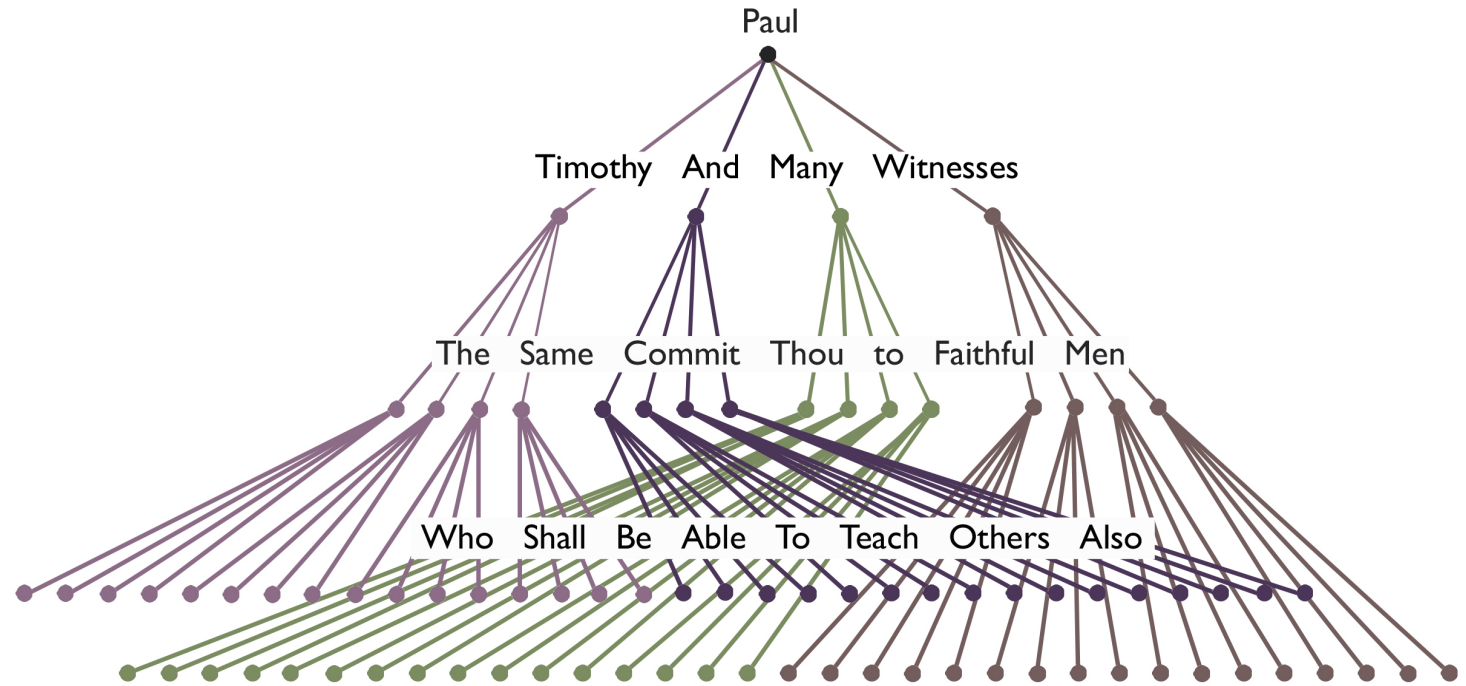
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

# Biblical Missional Multiplication

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

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

## Missional Multiplication Principle *2nd Timothy 2:2*

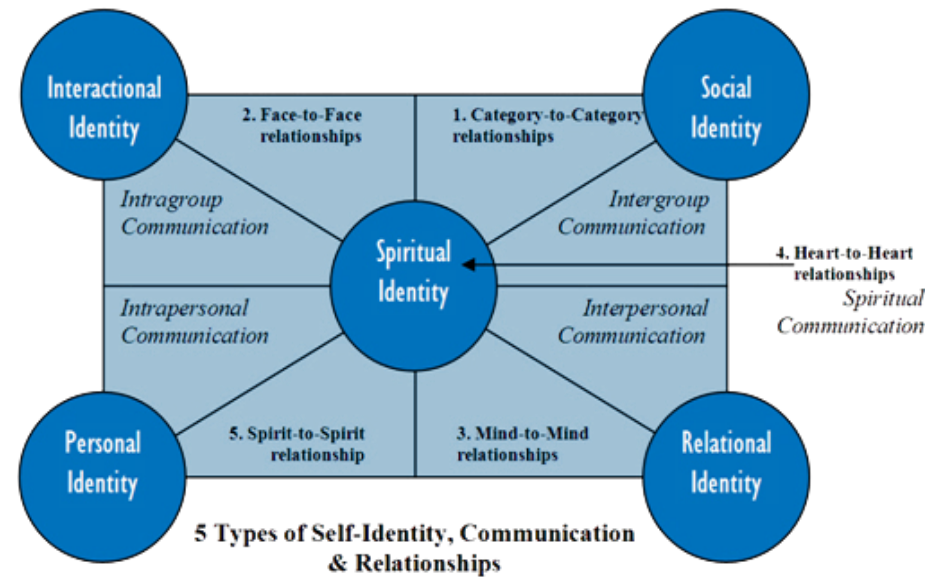


# Establishing Redemptive Relationships

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

## Communication Steps

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



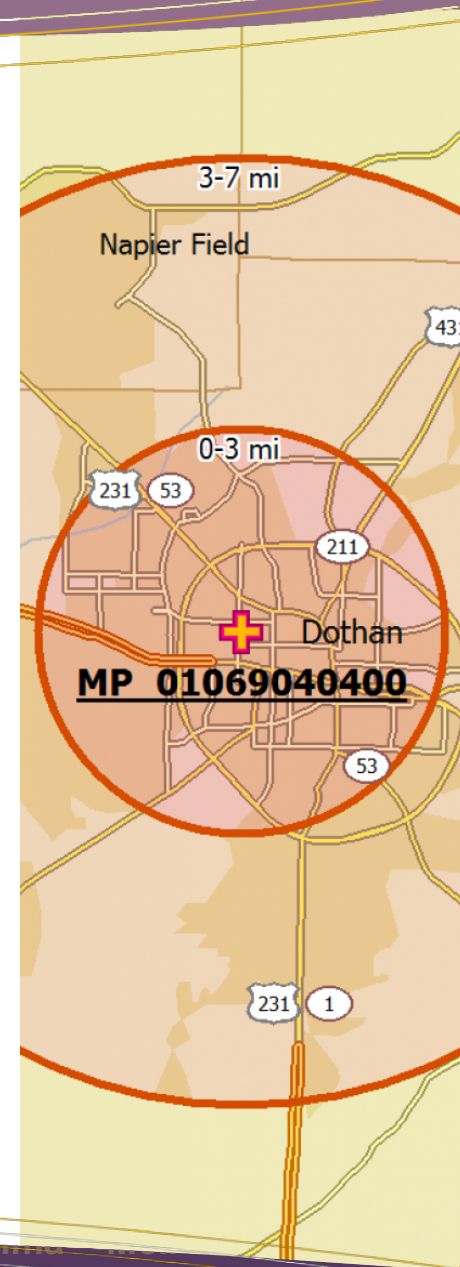


## Your MissionSite and the Missional Suite

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

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

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



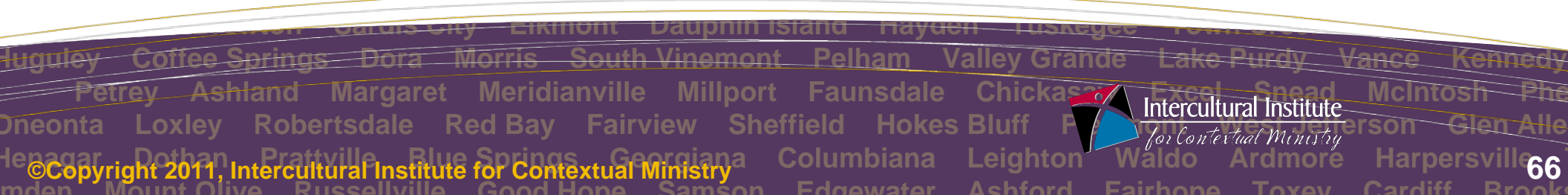


# Notes and Sources

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

# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Calvary Dothan	901 Montezuma Ave Dothan, AL 36303	0.26 mi	1,095	Growing
2	Dothan First	PO Box 2025 Dothan, AL 36302	1.38 mi	1,026	Growing
3	Ridgecrest	1231 Fortner St Dothan, AL 36301	1.44 mi	1,201	Plateauing
4	South Lena	511 S Lena St Dothan, AL 36301	1.75 mi	40	Plateauing
5	St James	PO Box 1842 Dothan, AL 36302	1.75 mi	78	Declining
6	Heritage	1951 Westgate Pkwy Dothan, AL 36303	1.85 mi	278	Declining
7	Southside	423 E Cottonwood Rd Dothan, AL 36301	2.48 mi	600	Declining
8	Pathway	3551 Flowers Chapel Rd Dothan, AL 36305	3.07 mi	136	Plateauing
9	Selma	3255 S Park Ave Dothan, AL 36301	3.07 mi	255	Plateauing
10	Rainbow Meadows	3480 Napier Field Rd Dothan, AL 36303	3.19 mi	79	Growing
11	Cloverdale	806 Dexter St Dothan, AL 36301	3.32 mi	333	Growing
12	Beulah	3225 Headland Ave Dothan, AL 36303	3.48 mi	77	Growing
13	Trinity Church of Dothan	229 Mance Newton Rd Dothan, AL 36303	3.51 mi	0	Plateauing
14	Bethlehem	416 Bethlehem Rd Midland City, AL 36350	4.16 mi	122	Plateauing
15	Mt. Gilead	2864 S Brannon Stand Rd Dothan, AL 36305	4.43 mi	676	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Old Webb Road	PO Box 118 Webb, AL 36376	5.51 mi	34	Growing
17	Smyrna	1800 Huskey Rd Dothan, AL 36303	5.62 mi	69	Declining
18	Bethel	3257 E Cottonwood Rd Dothan, AL 36301	5.63 mi	546	Plateauing
19	Grandview	2400 Forrester Road Dothan, AL 36301	5.81 mi	224	Declining
20	Taylor	4156 Taylor Rd Taylor, AL 36301	5.84 mi	71	Declining
21	Napier	301 Broadway St Dothan, AL 36303	5.91 mi	29	Declining
22	Kinsey	6745 Walden Dr Kinsey, AL 36303	5.94 mi	152	Plateauing
23	Mt. Pleasant	2240 County Road 79 Dothan, AL 36303	6.24 mi	57	Growing
24	Bay Springs	1721 S Bay Springs Rd Dothan, AL 36305	6.38 mi	208	Plateauing
25	Faith	234 Olaff Rd Cowarts, AL 36321	6.87 mi	127	Plateauing
26	Cowarts	PO Box 10 Cowarts, AL 36321	6.95 mi	179	Plateauing
27	Memphis	4595 Eddins Rd Dothan, AL 36301	7.15 mi	359	Growing
28	Midland City	PO Box 694 Midland City, AL 36350	7.50 mi	63	Declining
29	Mt. Ararat	2220 Otis Buie Rd Webb, AL 36376	8.08 mi	39	Growing
30	Rehobeth	4444 S County Road 59 Rehobeth, AL 36301	8.11 mi	339	Plateauing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Webb	PO Box 70 Webb, AL 36376	8.82 mi	91	Declining
32	Malvern	PO Box 97 Malvern, AL 36349	9.03 mi	212	Growing
33	Headland First	301 E Church St Headland, AL 36345	9.26 mi	373	Plateauing
34	Bluff Springs	1990 Bluff Springs Rd Ashford, AL 36312	9.46 mi	148	Growing
35	Pinckard	PO Box 188 Pinckard, AL 36371	9.48 mi	66	Declining
36	Mt. Enon	3167 Iris Rd Dothan, AL 36301	9.61 mi	112	Growing
37	Pilgrim's Rest West	3176 Cumbie Rd. Newton, AL 36352	9.78 mi	32	Growing
38	Poplar Springs	PO Box 153 Webb, AL 36376	10.02 mi	22	Declining
39	Cedar Grove	2797 County Road 14 Midland City, AL 36350	10.11 mi	64	Plateauing
40	Enterprise	25 Enterprise Church Rd Ashford, AL 36312	10.14 mi	81	Plateauing
41	Hodgesville	11190 S County Road 33 Dothan, AL 36301	10.76 mi	95	Declining
42	Ashford First	PO Box 512 Ashford, AL 36312	10.89 mi	251	Growing
43	Trinity	PO Box 146 Headland, AL 36345	11.09 mi	88	Declining
44	Center	PO Box 129 Webb, AL 36376	11.15 mi	39	Growing
45	Wayside	PO Box 468 Ashford, AL 36312	11.27 mi	73	Growing



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

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

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