

MissionSite

top unreached locations



DOTHAN, AL

CENSUS TRACT: 01069042100

REGION: Southeastern Region

ASSOCIATION: Columbia

DISTRICT: 05: Southeast River District

COUNTY: Houston

SITESCAPE: Countryside

DENSITY PATTERN: C



In partnership with the:



Intercultural Institute
for Contextual Ministry



Alabama Baptist Convention
State Board of Missions

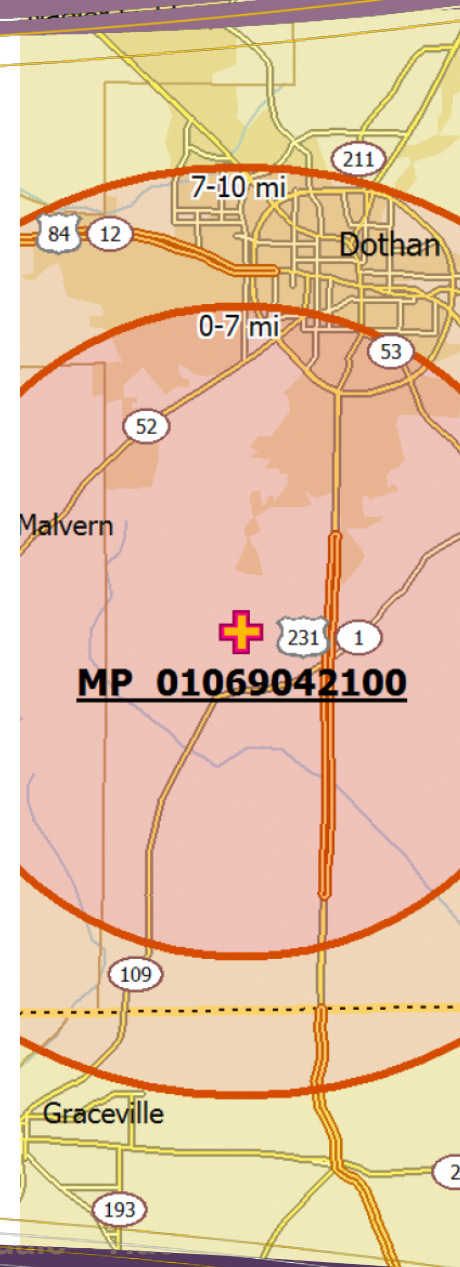
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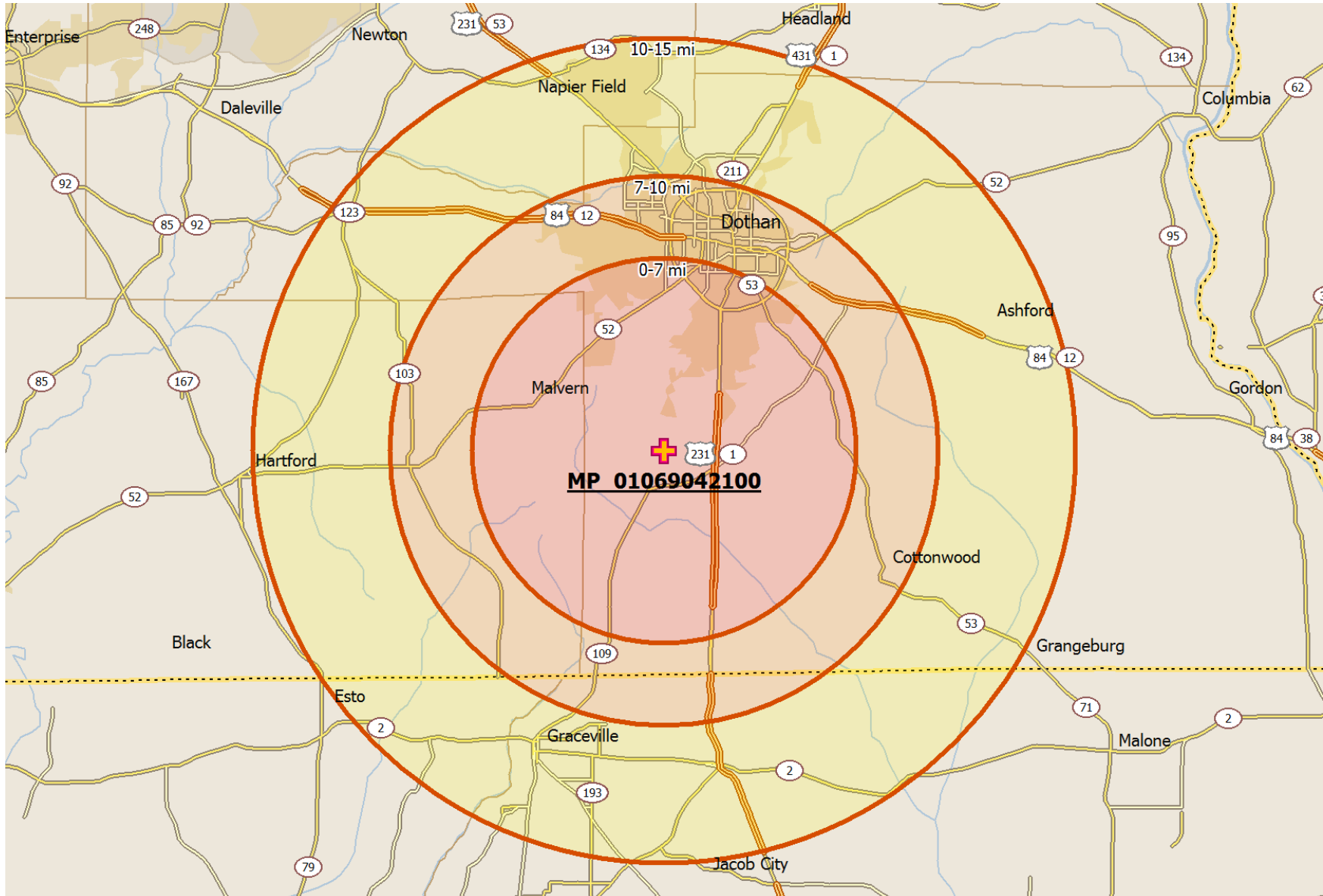
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1190	Columbia
3	District	05	Southeast River District
4	County Location	01069	Houston
5	Zipcode	36301	Houston
6	Sitescape Category	1	Countryscape
7	Sitescape Group	1.3	Fringe Settlements
8	Sitescape Subgroup	1.31	Settlements adjacent to a medium town
9	Sitescape Density Pattern	C	2500-50000-50000



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	COD	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	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	91	Metropolitan high commuting: No additional code
7 ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8 Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



Site Location Summary - Band Composition

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

BAND COMPOSITION	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	27,110	49,436	39,758
2010 Households	9,960	18,694	14,809
2010 Group Quarters Population	0	936	505

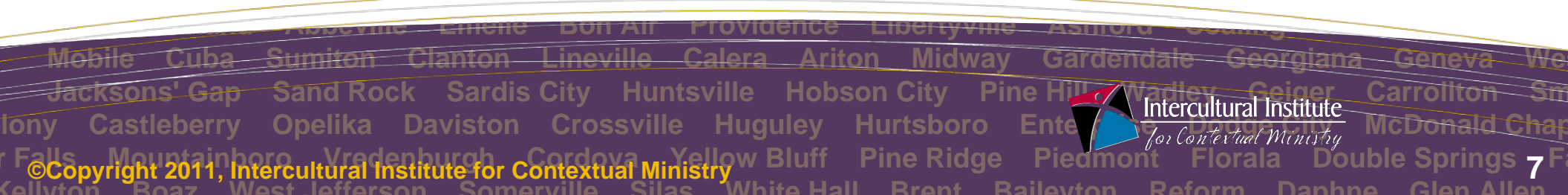
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	4	28	35
Language Diversity National Index	9	9	11
Foreign Born Diversity National Index	0	46	86
Ancestry Diversity National Index	56	41	27
Racial Diversity National Index	15	37	58

Site Location Summary - County Environment

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

COUNTY ENVIRONMENT	CODE	INDICATORS
Housing Stress County	0	False
Low-education County	0	False
Low-employment County	0	False
Persistent Poverty County	0	False
Population Loss County	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 0-7 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at MissionalCyclopedia.org.

SOCIAL ENVIRONMENT	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	1,387	13.93%
Mainstay Communities	Established, Diverse Households	2,371	23.81%
Working Communities	Blue-collar, Working Families	2,454	24.64%
Country Communities	Rural, Agri. & Mining Families	1,942	19.5%
Aspiring Communities	Young Singles / Aspiring-Multihousing	636	6.39%
Urban Communities	High Density, Inner-city Neighborhoods	1,168	11.73%



Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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



Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	25,086	6,489	25.87%
Unreached %	67.54%	65.15%	96.46
Religious But NOT Evangelical HH	7,069	1,456	20.6%
Religious But NOT Evangelical %	19.03%	14.62%	76.81
Spiritual But NOT Relig or Evang HH	3,394	1,095	32.28%
Spiritual But NOT Relig or Evang %	9.14%	11%	120.36
Not Evangelical, Not Interested HH	14,827	3,943	26.59%
Not Evangelical, Not Interested %	39.92%	39.58%	99.16



Spirituality Indicators - Churchscape

IICM's Churchscape indicates the number of ALSBOM within 3 miles of the site location. It also compares the percentage of active and inactive evangelicals in the county to those in this site location. The index value provides a snapshot of how this site location compares to the county levels. The number of new churches needed at this site location is based upon the need to have one church for every 2000 households (or roughly every 4-5,000 people).

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of ALSBOM Churches	50	1	2%
Active ALSBOM Attenders	9,897	339	3.43%
Active Evangelical Households	9,069	302	3.33%
Active Evangelical Percent	24.42%	26.07%	106.77
Inactive Evangelical Households	2,985	100	3.35%
Inactive Evangelical Percent	8.04%	8.65%	107.61
# 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		CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Rehobeth	0.70 mi	339	Plateauing	16	Bethel	6.88 mi	546	Plateauing
2	New Providence	3.32 mi	37	Growing	17	Mt. Calvary	7.29 mi	48	Declining
3	Mt. Enon	3.51 mi	112	Growing	18	Ridgecrest	7.38 mi	1,201	Plateauing
4	Taylor	3.77 mi	71	Declining	19	Southside	7.50 mi	600	Declining
5	Malvern	4.63 mi	212	Growing	20	Pathway	7.64 mi	136	Plateauing
6	Corinth	4.80 mi	27	Declining	21	South Lena	7.91 mi	40	Plateauing
7	Hodgesville	4.94 mi	95	Declining	22	St James	7.91 mi	78	Declining
8	Memphis	5.21 mi	359	Growing	23	Union Hill	8.20 mi	89	Declining
9	Selma	5.63 mi	255	Plateauing	24	Bay Springs	8.22 mi	208	Plateauing
10	Bethesda	5.83 mi	34	Declining	25	Dothan First	8.33 mi	1,026	Growing
11	Madrid	5.90 mi	80	Plateauing	26	Slocomb First	8.66 mi	272	Growing
12	New Hinson	5.91 mi	184	Growing	27	Calvary Cottonwood	8.70 mi	103	Declining
13	Mt. Gilead	6.37 mi	676	Declining	28	Calvary Dothan	8.86 mi	1,095	Growing
14	Cloverdale	6.45 mi	333	Growing	29	Grandview	8.94 mi	224	Declining
15	Christian Home	6.79 mi	28	Growing	30	Union	9.25 mi	56	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

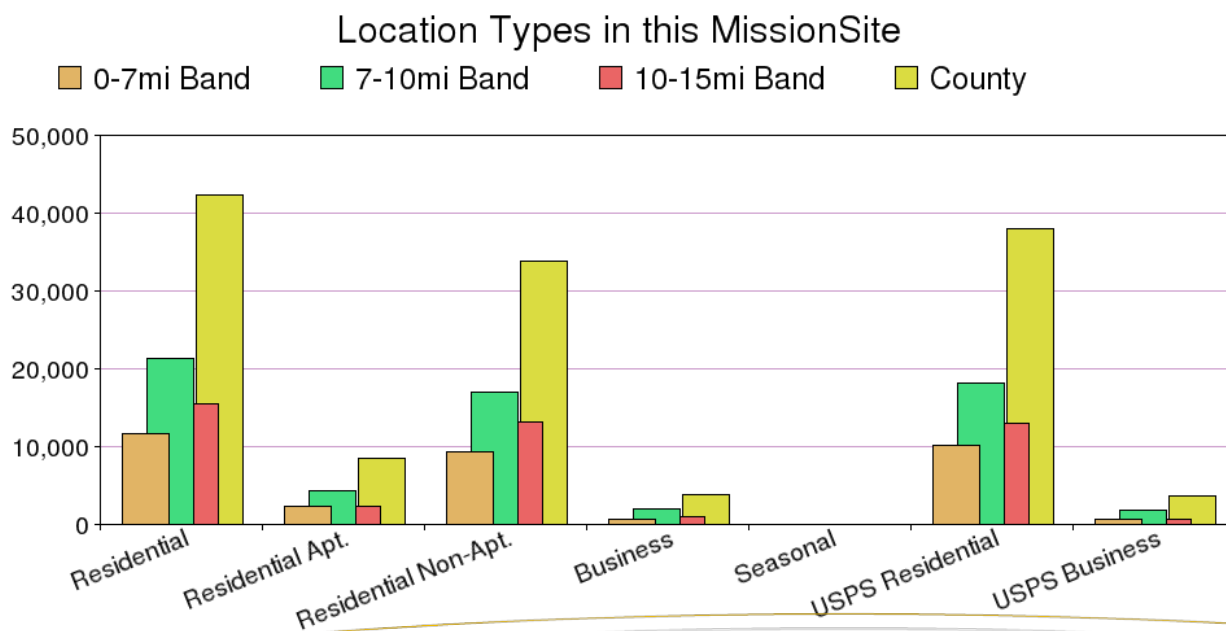
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning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

Current Demographic Summary

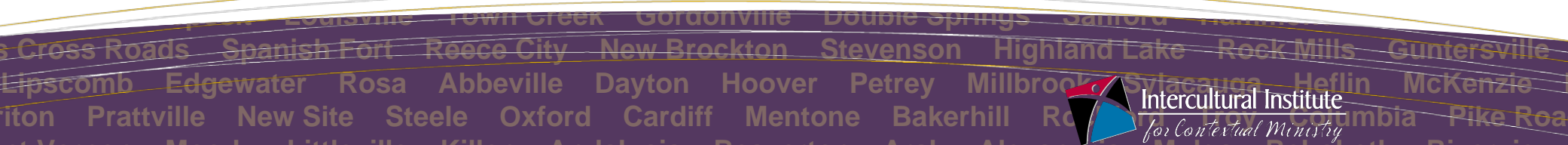
The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 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	20,221	24.86%
2000 Population	88,787	23,600	26.58%
2010 Population	101,431	27,110	26.73%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	30,843	7,634	24.75%
2000 Households	35,834	9,438	26.34%
2010 Households	37,140	9,960	26.82%



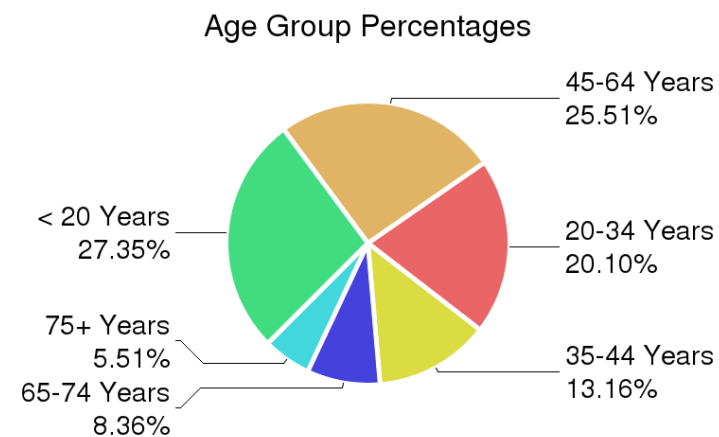
Location Type	0-7mi Band
Residential	11,599
Residential Apt.	2,256
Residential Non-Apt.	9,343
Business	654
Seasonal	0
USPS Residential	10,106
USPS Business	649



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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.53%	5.92%	107.05
4-5 Years	2.75%	2.53%	92
6-8 Years	4.11%	3.94%	95.86
9-11 Years	4.04%	4.04%	100
12-13 Years	2.65%	2.8%	105.66
14-17 Years	5.2%	5.34%	102.69
18-19 Years	2.56%	2.76%	107.81
0-5 Years	8.28%	8.46%	102.17
6-12 Years	9.47%	9.38%	99.05
13-19 Years	9.08%	9.51%	104.74
< 20 Years	26.83%	27.35%	101.94
20-34 Years	18.53%	20.1%	108.47
35-44 Years	12.55%	13.16%	104.86
45-64 Years	25.7%	25.51%	99.26
65-74 Years	8.65%	8.36%	96.65
75+ Years	7.74%	5.51%	71.19
Median Age	39	37	95.61
Median Age (Male)	37	37	99.95
Median Age (Female)	40	39	95.46

Daleville Troy Auburn Pell City Columbia Talladega Centre Ashland Hazel Green Redstone Arsenal
 Love Natural Bridge Thomaston McIntosh Harvest Clayhatchee Orange Beach Providence Anderson Doc
 esville New Site Jackson Woodville Greenville Huntsville Gaylesville Riverview Ashf
 Arab Moulton Renton Lemison Union Springs Hartford Powell Cottonwood Gadsden Vincent Phil Can
 Rutledge Highland Lake Livingston Sumiton Enterprise Irondale Riverside Boaz Kimberly Colony E



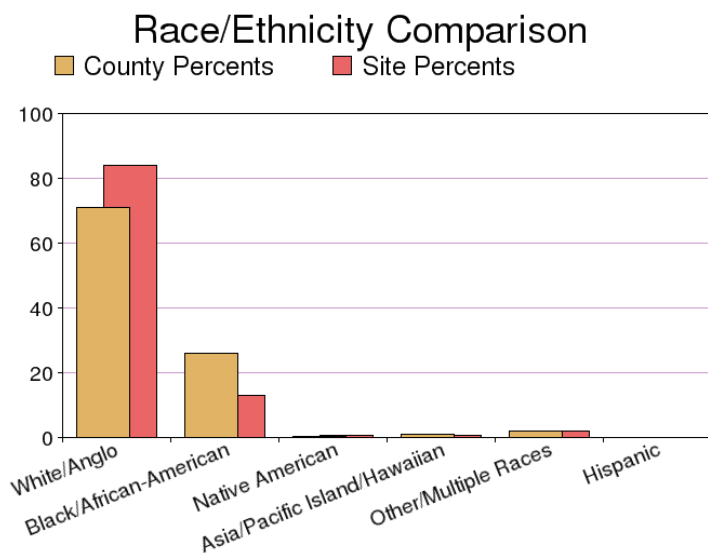
Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	70.86%	83.9%	118.4
Black, African-American	25.92%	12.89%	49.72
Native American	0.36%	0.51%	140.43
Asian	0.88%	0.59%	67.26
Pacific Island, Hawaiian	0.02%	0.01%	66.03
Other/Multiple Races	1.97%	2.11%	107.22
Hispanic	0%	2.73%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	68,114	17,950	
Less than 9th Grade	5.69%	4.85%	117.36
No High School Diploma	11.78%	11.9%	99
High School Graduate	33.99%	36.27%	93.73
Some College, no degree	20.98%	23.58%	89
Associate Degree	8.11%	8.35%	97.17
College Degree	12.47%	10.09%	123.62
Graduate/Prof. degree	6.96%	4.96%	140.28



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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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%	6.51%	88.97
\$10,000 to \$19,999	14.38%	14.01%	97.43
\$20,000 to \$29,999	13.66%	14.86%	108.74
\$30,000 to \$49,999	20.35%	22.27%	109.42
\$50,000 to \$59,999	8.41%	9.99%	118.73
\$60,000 to \$69,999	7.06%	8.37%	118.61
\$70,000 to \$79,999	5.69%	6.16%	108.36
\$80,000 to \$89,999	4.32%	4.19%	97
\$90,000 to \$99,999	2.94%	2.45%	83.32
\$100,000 to \$124,999	5.72%	5.32%	93
\$125,000 to \$149,999	3.32%	2.57%	77.42
\$150,000 to \$199,999	3.18%	2.09%	65.73
\$200,000 to \$249,999	0.93%	0.6%	64.85
\$250,000 or more	1.1%	0.59%	54.06
Median Household	41,437	44,335	106.99
Average Household	58,861	54,360	92.35
Per Capita Household	21,822	19,971	91.52
Family/Non-Family Household Income			
Median Family Income	53,750	54,812	101.98
Average Family Income	70,913	63,491	89.53
Median Non-Family Income	23,587	26,115	110.72
Average Non-Family Income	34,112	29,159	85.48

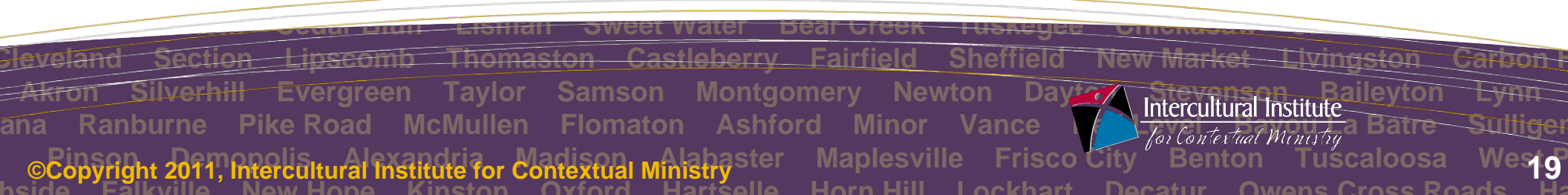


Current Demographic Summary

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	67.25%	69.53%	103.39
Families with Children	31.77%	32.59%	102.59
Families without Children	35.48%	36.94%	104.1
Non-Family Households			
% Non-Family Households	32.75%	30.47%	93.05
Non-Families with Children	0.18	0.22	122.44
Non-Families without Children	32.57	30.25	92.88
Housing Units			Index
Total Housing Units	44,283	11,792	
Vacant percent	16.13%	15.54%	96.32
Owned percent	58.66%	62.63%	106.77%
Rented Percent	25.21%	21.85%	86.68
Households by Size			Index
Avg household size	2.70	2.72	100.74
Avg family hh size	3.44	3.37	97.97
Avg non-family hh size	1.19	1.25	105.04
Households By Count of Persons			Percent
One	10,784	2,651	24.58%
Two	9,083	2,600	28.62%
Three or Four	12,911	3,627	28.09%
Five+	4,362	1,083	24.83%



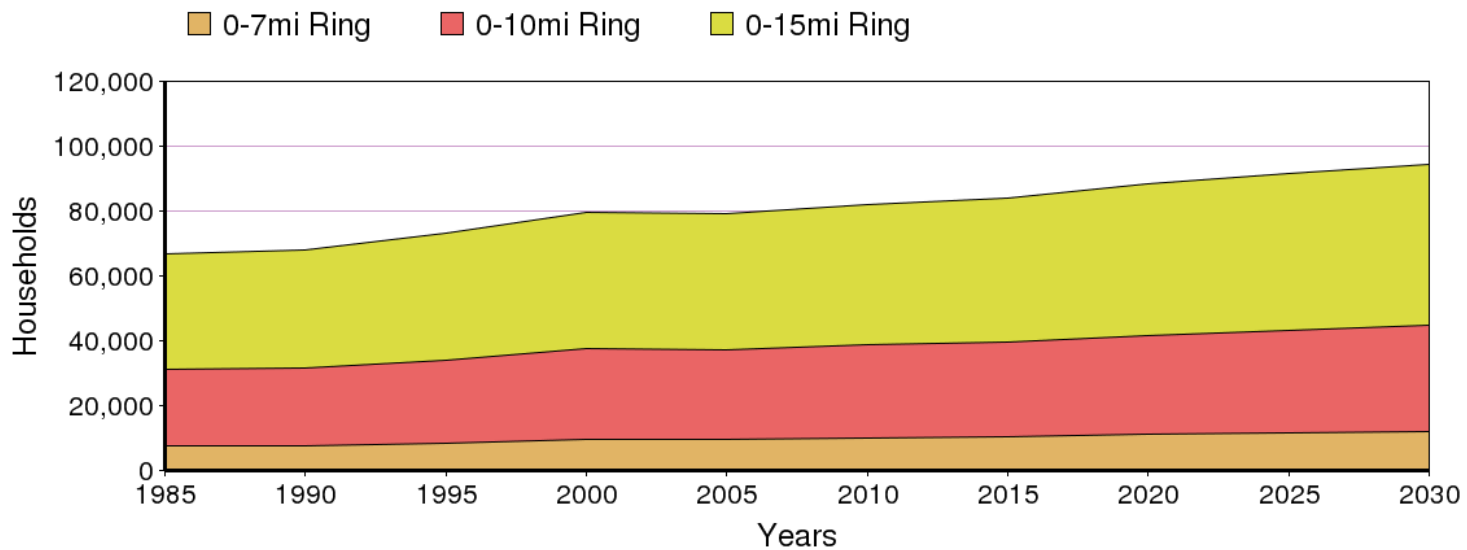
Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 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	20,221	24.86%
2000 Population	88,787	23,600	26.58%
2010 Population	101,431	27,110	26.73%
2015 Population	108,144	28,944	26.76%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	30,843	7,634	24.75%
2000 Households	35,834	9,438	26.34%
2010 Households	37,140	9,960	26.82%
2015 Households	38,227	10,329	27.02%

Household Change from 1985 to 2030



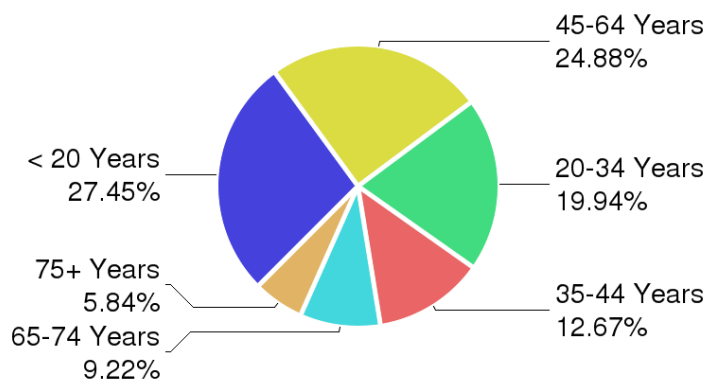
Projected Demographic Summary

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 0-7 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	5.92%	5.93%	100.17
4-5 Years	2.53%	2.56%	101.19
6-8 Years	3.94%	4.03%	102.28
9-11 Years	4.04%	4.04%	100
12-13 Years	2.8%	2.85%	101.79
14-17 Years	5.34%	5.31%	99.44
18-19 Years	2.76%	2.73%	98.91
0-5 Years	8.46%	8.49%	100.35
6-12 Years	9.38%	9.49%	101.17
13-19 Years	9.51%	9.47%	99.58
< 20 Years	27.35%	27.45%	100.37
20-34 Years	20.1%	19.94%	99.2
35-44 Years	13.16%	12.67%	96.28
45-64 Years	25.51%	24.88%	97.53
65-74 Years	8.36%	9.22%	110.29
75+ Years	5.51%	5.84%	105.99
Median Age	39	37	96.57
Median Age (Male)	37	37	100.19
Median Age (Female)	40	39	95.79

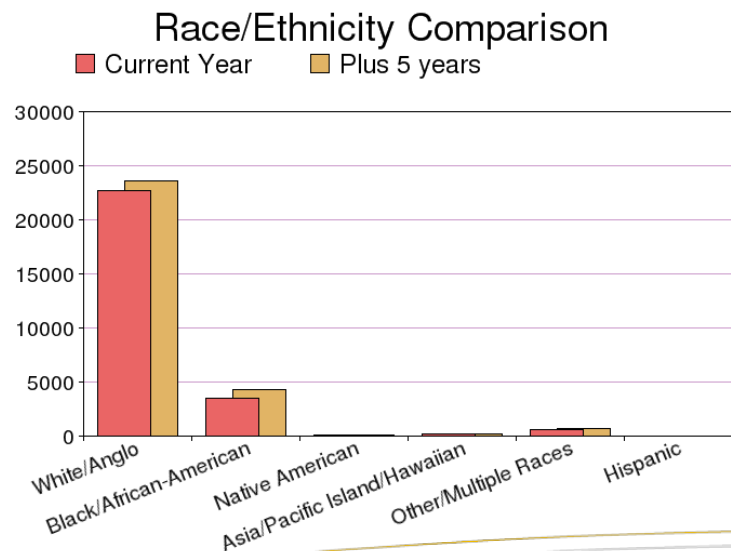
Projected Age Group Percentages



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 0-7 mile band are given. The Index value assumes that if the current and projected percents were both the same, the index, would be 100.



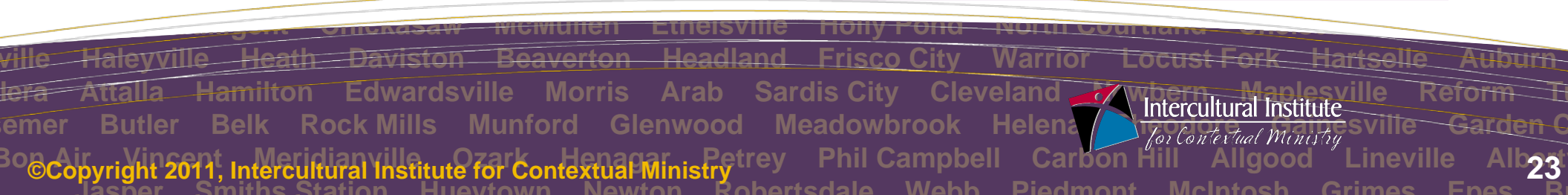
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	83.9%	81.57%	97.23
Black, African-American	12.89%	14.85%	115.22
Native American	0.51%	0.46%	90.93
Asian	0.59%	0.68%	114.74
Pacific Island, Hawaiian	0.01%	0.01%	93.66
Other/Multiple Races	2.11%	2.43%	115.28
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	17,950	19,037	
Less than 9th Grade	4.85%	4.01%	82.71
No High School Diploma	11.9%	10.53%	88.51
High School Graduate	36.27%	37.93%	104.59
Some College, no degree	23.58%	22.87%	97.01
Associate Degree	8.35%	9.15%	109.58
College Degree	10.09%	10.19%	101.01
Graduate/Prof. degree	4.96%	5.31%	106.99

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 0-7 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 0-7 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 0-7 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	6.51%	5.65%	86.9
\$10,000 to \$19,999	14.01%	13.04%	93.11
\$20,000 to \$29,999	14.86%	14.53%	97.8
\$30,000 to \$49,999	22.27%	21.11%	94.78
\$50,000 to \$59,999	9.99%	9.6%	96.14
\$60,000 to \$69,999	8.37%	8.53%	101.86
\$70,000 to \$79,999	6.16%	6.35%	99.1
\$80,000 to \$89,999	4.19%	4.54%	101.75
\$90,000 to \$99,999	2.45%	2.7%	110.26
\$100,000 to \$249,999	5.32%	6.17%	115.89
\$125,000 to \$149,999	2.57%	3.13%	121.66
\$150,000 to \$199,999	2.09%	2.93%	140.47
\$200,000 to \$249,999	0.6%	0.8%	133.39
\$250,000 or more	0.59%	0.74%	124.21
Median Household	44,335	47,843	107.91
Average Household	54,360	57,271	105.36
Per Capita Household	19,971	20,438	102.34
Family/Non-Family Household Income			
Median Family Income	54,812	60,165	109.77
Average Family Income	63,491	67,673	106.59
Median Non-Family Income	26,115	28,207	108.01
Average Non-Family Income	29,159	30,416	104.31



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 0-7 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 0-7 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 0-7 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	69.53%	67.47%	97.04
Families with Children	32.59	30.41	93.31
Families without Children	36.94	36.04	97.58
Non-Family Households			
% Non-Family Households	30.47%	32.53%	106.75
Non-Families with Children	0.22	0.3	106.75
Non-Families without Children	30.25	32.23	106.54
Housing Units			
Total Housing Units	11,792	12,259	103.96%
Vacant percent	15.54%	15.74%	101.34
Owned percent	62.63%	61.61%	98.38
Rented Percent	21.85%	22.66%	103.69
Households by Size			
Avg household size	2.72	2.80	102.94%
Avg family hh size	3.37	3.57	105.93%
Avg non-family hh size	1.25	1.21	96.8%
Households By Count of Persons			
One	2,651	2,902	109.47%
Two	2,600	2,287	87.96%
Three or Four	3,627	3,840	105.87%
Five+	1,083	1,300	120.04%

Ethnographic Summary

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

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	219	847	500
Northern Europe	16	86	39
Western Europe	34	96	91
Southern Europe	13	25	8
Eastern Europe	12	23	8
Other Europe	0	0	0
Eastern Asia	20	116	34
So. Central Asia	0	89	22
SE Asia	24	77	75
Western Asia	0	7	0
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	12	3
Middle Africa	0	0	0
Northern Africa	0	0	2
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	4	5	0
Oceania	2	13	0
Caribbean	0	59	6
Central Amer.	71	172	182
South America	13	20	9
North America	10	47	21
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	22,110	38,128	34,571
Spanish	376	646	646
Other Indo-Euro language	166	461	189
French (incl. Patois, Cajun)	87	129	50
French Creole	0	0	0
Italian	8	21	12
Portuguese	0	0	0
German	41	150	93
Yiddish	0	0	0
Other West Germanic	9	13	2
A Scandinavian Language	0	10	1
Greek	0	8	8
Russian	0	0	0
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	6	3	3
Armenian	0	0	0
Persian	15	18	0
Gujarathi	0	64	11
Hindi	0	5	0
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	9
Asian/PI languages	0	0	0
Chinese	6	8	39
Japanese	14	34	10
Korean	5	46	19
Mon-Khmer, Cambodian	0	0	2
Miao, Hmong	0	0	0
Thai	6	0	7
Laotian	0	0	0
Vietnamese	26	34	68
Other Asian	0	1	5
Tagalog	4	40	13
Other Pacific Is	0	5	3
Other languages	19	23	24
Navajo	0	0	0
Other Native N. American	12	0	11
Hungarian	0	17	0
Arabic	7	0	0
Hebrew	0	0	3
African languages	0	6	10
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	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	16,814	31,488	25,598
Arab	1	75	8
Armenian	2	10	0
Austrian	51	2	11
British	151	147	68
Canadian	21	21	29
Croatian	0	58	4
Czech	18	59	26
Czechoslovak	12	18	9
Danish	4	54	38
Dutch	125	227	235
English	1,618	2,991	2,205
European	130	420	244
Finnish	3	11	3
French (not Basque)	260	364	258
French Canadian	37	91	57
German	799	1,679	1,285
Greek	25	23	14
Hungarian	14	25	11
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	1,479	2,147	2,000
Italian	390	446	355
Lithuanian	0	4	5
Norwegian	20	116	48
Polish	104	161	181
Portuguese	2	9	10
Romanian	0	0	0
Russian	5	39	13
Scandinavian	7	14	9
Scotch-Irish	374	820	710
Scottish	166	507	297
Slovak	0	0	3
Subsaharan African	63	395	177
Swedish	30	105	84
Swiss	6	16	10
Ukrainian	7	0	0
US/American	6,645	7,744	7,708
Welsh	42	68	72
West Indian	4	39	2
Yugoslavian	0	0	0
Other	4,199	12,585	9,409

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

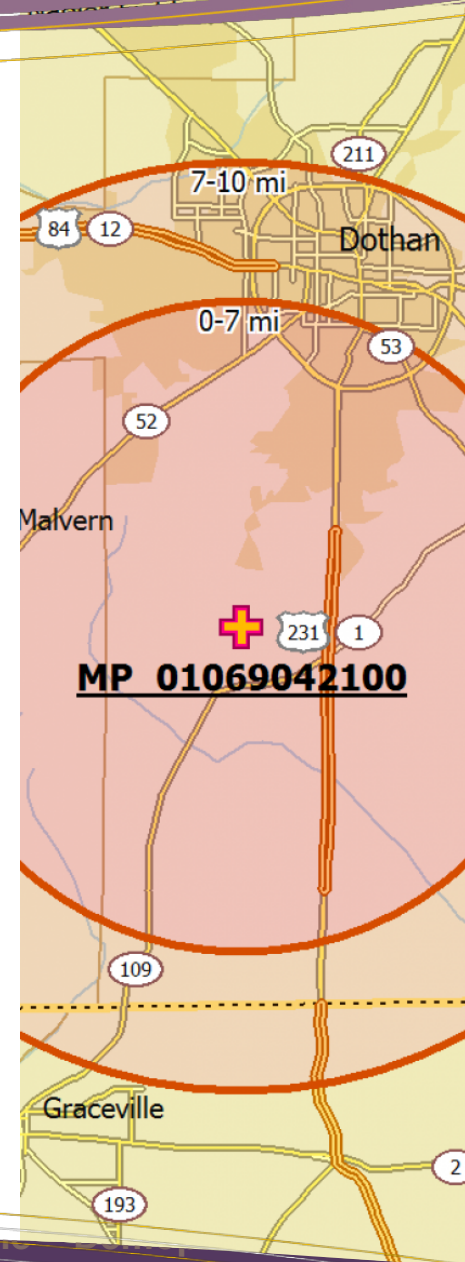
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
AFFLUENT SUBURBIA	366	3.67%	262	4.04%
America's Wealthiest	44	0.44%	35	0.54%
Dream Weavers	177	1.78%	127	1.96%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	145	1.46%	100	1.54%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,021	10.25%	686	10.57%
Status Conscious Consumers	3	0.03%	2	0.03%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,006	10.1%	675	10.4%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	5	0.05%	4	0.06%
Successful Urban Sprawl	7	0.07%	5	0.08%
SM TWN SUCCESS	2,032	20.4%	1,310	20.19%
2nd City Homebodies	31	0.31%	22	0.34%
Prime Middle America	830	8.33%	541	8.34%
Urban Optimists	0	0%	0	0%
Family Convenience	1,171	11.76%	747	11.51%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

The table below lists 15 lifestyle segments in three social groups, D-Blue Collar Backbone, E-American Diversity, and F-Metro Fringe. For the 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
BLUE COLLAR BACKBONE	138	1.39%	88	1.36%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	70	0.7%	42	0.65%
Lower Income Essentials	20	0.2%	14	0.22%
Small Town Endeavors	48	0.48%	32	0.49%
AMER. DIVERSITY	339	3.4%	231	3.56%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	54	0.54%	35	0.54%
Professional Urbanites	111	1.11%	80	1.23%
Urban Advancement	138	1.39%	93	1.43%
Amer. Great Outdoors	36	0.36%	23	0.35%
Mature America	0	0%	0	0%
METRO FRINGE	2,316	23.25%	1,588	24.48%
Steadfast Conservative	2,073	20.81%	1,421	21.9%
Moderate Conventionalists	78	0.78%	52	0.8%
Southern Blues	16	0.16%	11	0.17%
Urban Grit	0	0%	0	0%
Grass-Roots Living	149	1.5%	104	1.6%

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
REMOTE AMERICA	739	7.42%	434	6.69%
Hardy Rural Fam.	43	0.43%	26	0.4%
Rural Southern Living	679	6.82%	398	6.13%
Coal & Crops	17	0.17%	10	0.15%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	636	6.39%	486	7.49%
Young Cosmopolitans	352	3.53%	276	4.25%
Minority Metro Communities	269	2.7%	199	3.07%
Stable Careers	8	0.08%	6	0.09%
Aspiring Hispania	7	0.07%	5	0.08%
RURAL VILLAGES & FARMS	1,203	12.08%	596	9.19%
Industrious Country Living	266	2.67%	181	2.79%
America's Farmland	0	0%	0	0%
Comfy Country Living	144	1.45%	88	1.36%
Small Town Connections	9	0.09%	5	0.08%
Hinterland Fam.	784	7.87%	322	4.96%



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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	9,960	100%	6,488	100%
STRUGGLING SOCIETIES	226	2.27%	140	2.16%
Rugged Southern Style	134	1.35%	78	1.2%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	92	0.92%	62	0.96%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	942	9.46%	667	10.28%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	476	4.78%	333	5.13%
Urban Diversity	438	4.4%	315	4.86%
New Generation Activists	28	0.28%	19	0.29%
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%

Identifying Focus Groups in this Location

Within the 0-7 mile, 7-10 mile and 10-15 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?

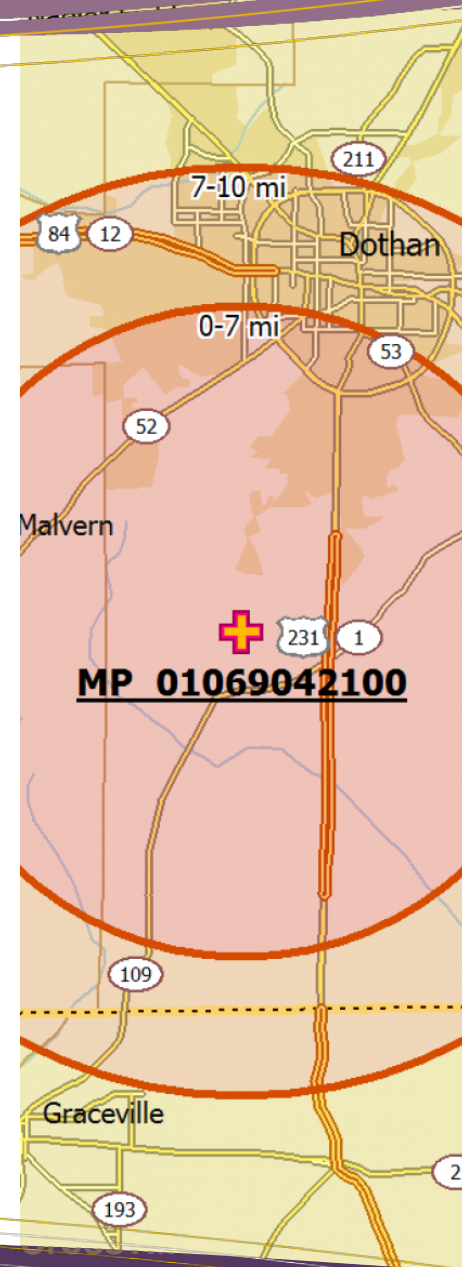
Potential Cultural Bridges

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).

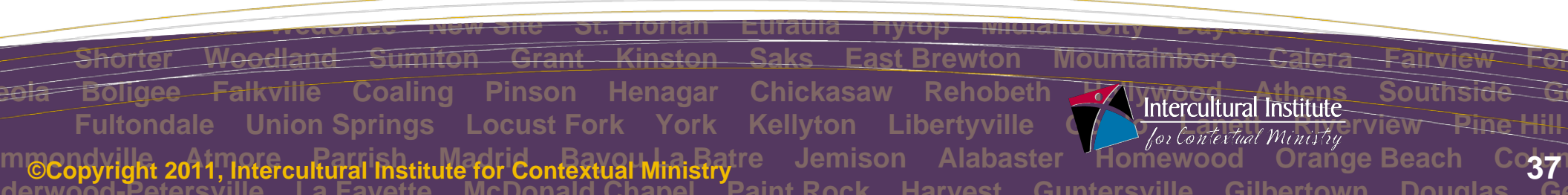


Potential Cultural Bridges

The tables below list 20 consumer behavior variables related to computer and internet use at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	77%	75%	75%
Use Comp. for Internet/E-mail	61%	58%	56%
Internet Use: E-Mail	50%	49%	47%
Use Comp. for Comp. Games	40%	39%	38%
Use Comp. for Word Processing	39%	38%	36%
Use Comp. for Shopping	36%	35%	33%
Use Comp. for Digital Camera	33%	31%	30%
Photo Editing			
Use Comp. for Banking	32%	30%	29%
Use Comp. for Education	31%	32%	31%
HH Owns DVD Player	28%	29%	28%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Internet Use: Banking	27%	26%	25%
Internet Use: News/ Weather	27%	27%	26%
Use Comp. for News/Info./Data Service	22%	23%	21%
PC-Network-HH Has One	19%	19%	19%
Use Comp. for Accounting	14%	14%	13%
Use Comp. for Personal Financial Mngmnt	13%	14%	13%
Internet Use: Shopping: Gathered Info. for Shopping	12%	13%	12%
Use Comp. for Filing/DB Mngmnt	12%	13%	12%
Internet Use: Shopping: Made A Purchase	12%	11%	11%
Internet Use: Research/ Education	11%	12%	11%



Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	67%	68%	67%
Dining Out (Not Fast Food)	58%	56%	55%
Reading Books	52%	53%	52%
Card Games	41%	41%	41%
Go To A Beach/Lake	36%	36%	34%
Gardening	36%	33%	33%
Cooking for Fun	35%	35%	35%
Board Games	34%	32%	32%
Visit Zoo	20%	19%	18%
Going To	19%	19%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	67%	67%	67%
Gen./Fam. Practitioner	42%	39%	39%
Dentist	27%	27%	26%
Backache	22%	22%	22%
Eye Dr.	20%	21%	21%
None Of These	20%	20%	20%
Hypertension/High Blood Pressure	18%	20%	20%
High Cholesterol	17%	18%	18%
Any Arthritis	16%	15%	16%
Overweight (30 Pounds Or More)	15%	13%	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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	26.3%	27.34%	26.44%
Live Theater	19.11%	20.65%	19.45%
Live Theater Most Often	15.84%	16.7%	15.77%
Rock/Pop Concerts Most Often	13.83%	14.64%	14.1%
Comedy Club	8.8%	9.46%	8.95%
Dance Performance	7.5%	8.98%	8.41%
Movies: Comedy	39.17%	40.57%	39.62%
Movies: Action/Adventure	37.58%	38.96%	38.01%
Movies: Romantic Comedy	19.1%	20.74%	19.99%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Fam.	19.09%	20.56%	20.18%
Movies: Drama	18.57%	21.97%	21.19%
Movies: Mystery	15.55%	18.2%	17.46%
MLB Baseball Reg. Season	8.06%	7.76%	7%
NFL Football Reg. Season	6.37%	6.68%	6.08%
College Football Reg. Season	6.36%	6.74%	6.32%
College Basketball Reg. Season	4.36%	4.6%	4.31%
NBA Basketball Reg. Season	3.16%	3.67%	3.33%
Auto Racing Events	3.13%	2.91%	2.79%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	39.77%	39.5%	38.65%
Swimming	34.17%	31.79%	31.51%
Bowling	21.94%	20.83%	20.95%
Freshwater Fishing	21.32%	17.64%	18.78%
Billiards/Pool	19.4%	18.29%	18.08%
Camping Trips	17.8%	14.53%	15.28%
Weight Training	15.5%	15.83%	14.98%
Basketball	14.98%	15.33%	15.4%
Jogging/Running	13.69%	14.97%	14.33%
Golf	13.24%	13.46%	12.75%
Using Cardio Machine	13.05%	13.08%	12.32%
Mountain/Road Biking	12.63%	12.32%	11.84%
Hunting	12.52%	9.42%	10.23%
Baseball	11.55%	10.82%	10.93%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Stationary Cycling	11.54%	11.88%	11.44%
Target Shooting	10.57%	8.33%	8.76%
Football	9.95%	10.2%	10.4%
Backpacking/Hiking	9.71%	9.5%	9.32%
Aerobics	8.97%	9.96%	9.6%
Volleyball	8.49%	8.26%	8.29%
Saltwater Fishing	8.12%	7.28%	7.41%
Softball	7.95%	7.35%	7.25%
Power Boating	7.94%	7.61%	7.42%
Tennis	6.77%	7.01%	6.82%
Canoeing/Kayaking	6.77%	6.48%	6.34%
Horseback Riding	6.61%	5.56%	5.82%
Motorcycling	6.58%	5.81%	5.79%
Soccer	6.39%	6.49%	6.41%

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 - 0-7 miles, 7-10 miles, 10-15 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Yoga	6.28%	6.73%	6.43%
Archery	5.68%	4.39%	4.52%
Roller Skating	5.14%	5.24%	5.12%
Fly Fishing	4.69%	4.37%	4.6%
Snorkeling	4.59%	4.9%	4.61%
Ice Skating	4.49%	5.27%	5.01%
Water Skiing	4.28%	4.16%	4.14%
Downhill & X-Country	4.27%	4.61%	4.35%
Skiing			
Jet Skiing	4.17%	4.54%	4.41%
Snowmobiling	3.79%	3.59%	3.5%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Racquetball	3.65%	3.6%	3.62%
Auto Racing	3.31%	3.11%	3.11%
Rock Climbing	3.29%	3.33%	3.24%
Martial Arts	3.18%	3.27%	3.19%
Hockey	3.17%	3.4%	3.36%
Snowboarding	3.03%	3.16%	3.05%
Skateboarding	2.98%	3.16%	3.19%
Sailing	2.86%	3.28%	3.12%
Rowing	2.5%	2.56%	2.5%
Surfing & Windsurfing	2.34%	2.5%	2.39%

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.

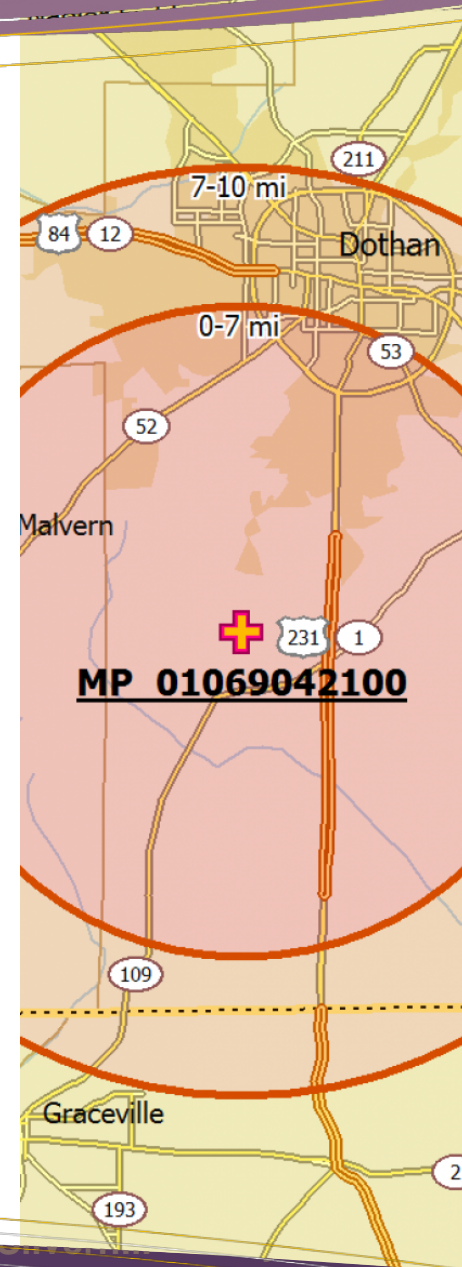
BIBLICAL BARRIERS

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.

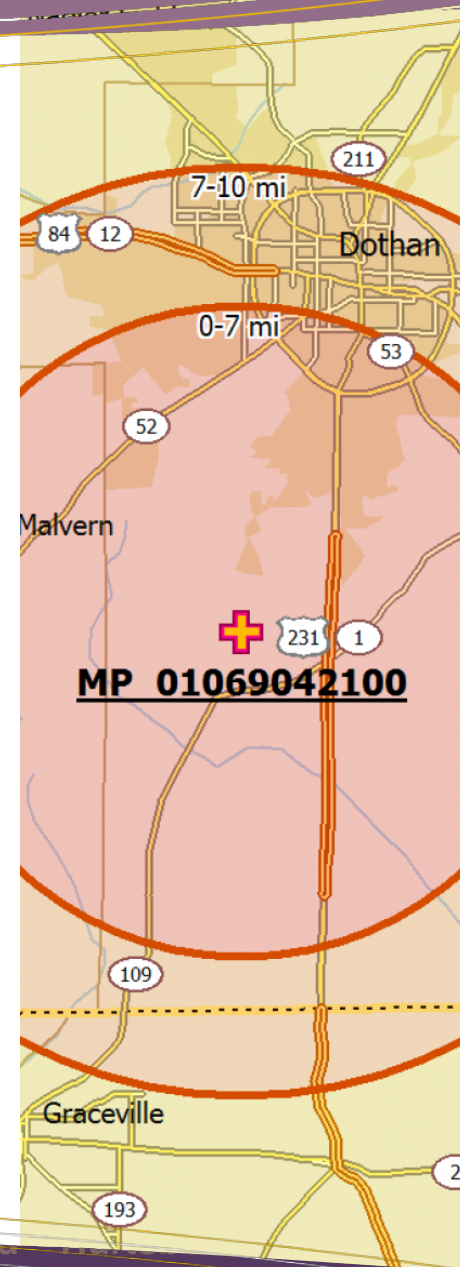
CULTURAL BARRIERS OF ACCEPTANCE

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	49%	51%	51%
Find It Difficult To Say No To My Kids	39%	38%	38%
Woman's Place Is In The Home	35%	34%	35%
Speak My Mind Even If It Upsets People	34%	36%	37%
Like Control Over People And Resources	33%	34%	35%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Like To Do Unconventional Things	30%	29%	29%
Don't Judge People/Way They Live Life	27%	29%	29%
If Won Lottery Would Never Work Again	26%	27%	26%
Money Is Best Measure Of Success	26%	25%	25%
Friends More Important Than My Fam.	24%	24%	23%
Too Much Sponsorship In Arts/Sports	22%	25%	25%

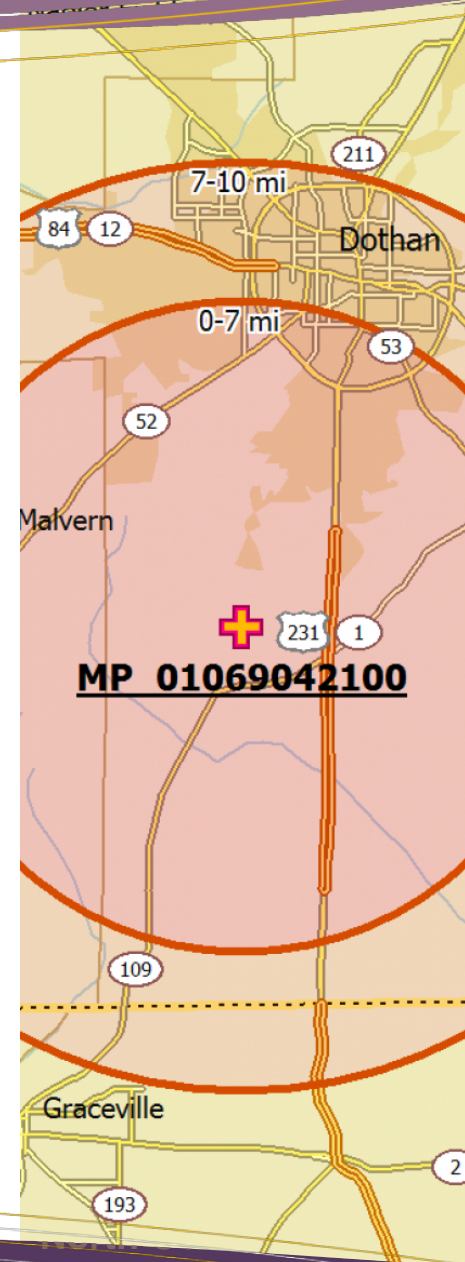
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Like to Stand Out In A Crowd	21%	21%	22%
Marijuana Should Be Legalized	18%	20%	20%
Rarely Sit Down to a Meal Together At Home	17%	17%	17%
Like To Pursue Challenge/Novelty/Change	17%	17%	18%
I Am A Workaholic	17%	19%	19%
Only Work Current Job for The Money	14%	14%	15%
We Should Strive for Equality for All	12%	15%	14%
Happy With My Standard Of Living	11%	12%	12%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	8%	9%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	6%	7%	7%



Potential Cultural Themes

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

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



Potential Cultural Themes:

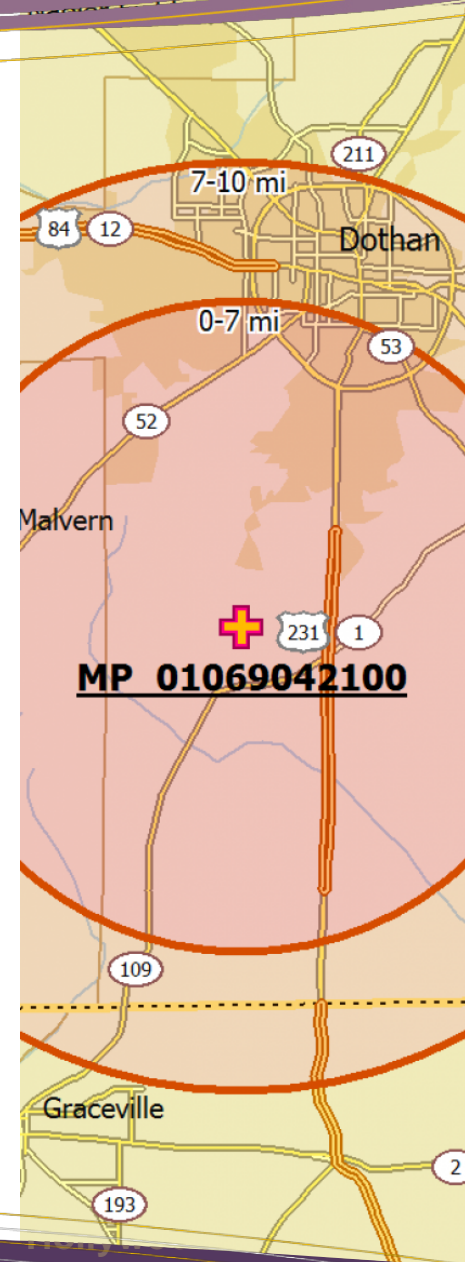
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	63%	61%	61%
You Should Seize Opportunities In Life	56%	57%	56%
Like To Understand About Nature	36%	38%	38%
Prefer Work Part Of Team Than Alone	33%	34%	35%
Important Feel Respected By My Peers	32%	33%	33%
Prefer To Have Few Possessions As Possible	31%	32%	31%
Important To Juggle Various Tasks	30%	31%	31%
Good At Fixing Things	26%	28%	28%
Have Keen Sense Of Adventure	26%	27%	27%
People Have To Take Me As They Find Me	22%	23%	22%
Like To Just Enjoy Life	21%	21%	21%
Worried About Pollution Caused By Cars	18%	18%	18%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Consider Myself Interested In The Arts	18%	20%	20%
Is An Important Part Of Who I Am	17%	16%	16%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	17%	17%
Enjoy Spending Time With My Fam.	13%	13%	13%
Try Not To Worry About The Future	13%	15%	14%
Provide My Kids With The Little Extras	11%	14%	14%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	5%	5%	6%
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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	86.51%	86.03%	86.39%
Restaurant-Visit Any			
Fam. Restaurants/Steak	83.24%	80.92%	80.88%
Houses-Visit Any			
McDonald's	56.76%	56.3%	56.42%
Burger King	37.71%	38%	38.24%
Subway	31.25%	30.82%	30.93%
Wendy's	30.28%	30.82%	30.95%
Applebee's	30.27%	29.46%	29.1%
Taco Bell	29.75%	28.45%	28.08%
Kentucky Fried Chicken (KFC)	28.88%	30.76%	31.16%
Arby's	24.3%	22.97%	22.7%
Pizza Hut	22.72%	22.93%	23.56%
Olive Garden	20.34%	20.51%	19.92%

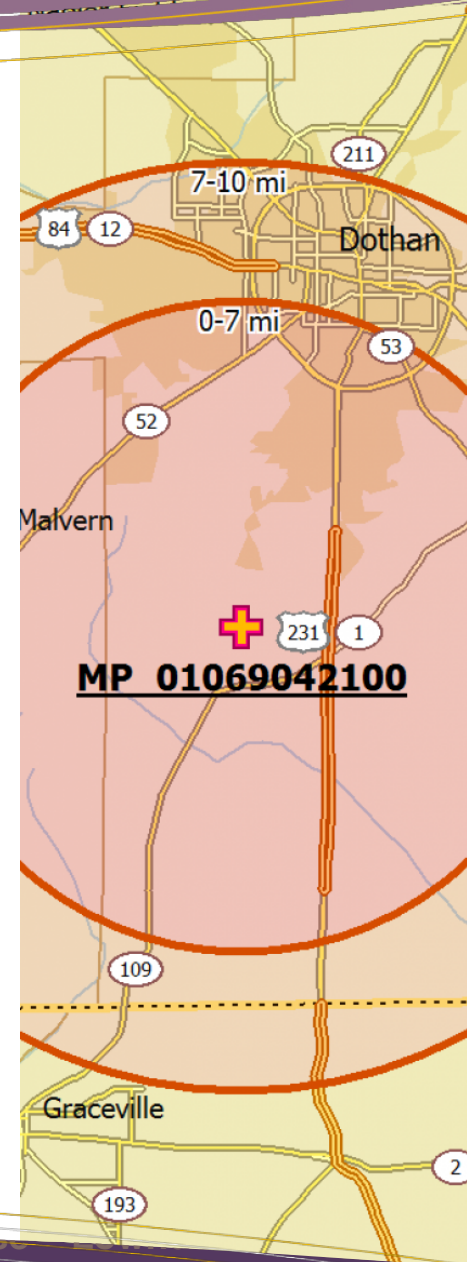
PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	18.54%	18.23%	18.5%
Cracker Barrel	17.04%	15.04%	15.46%
Red Lobster	16.04%	17.07%	17.08%
Sonic	15.59%	14.84%	15.68%
Outback Steakhouse	13.93%	14.75%	14.23%
Chick-Fil-A	13.74%	14.04%	13.86%
Domino's Pizza	12.93%	14.37%	14.38%
IHOP (International House Of Pancakes)	12.6%	14.02%	13.63%
Golden Corral	12.25%	12.09%	12.6%
Chili's Grill and Bar	12.25%	13.2%	12.47%
Hardee's	12.07%	11.7%	12.44%
Ruby Tuesday	11.34%	11.82%	11.62%

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!

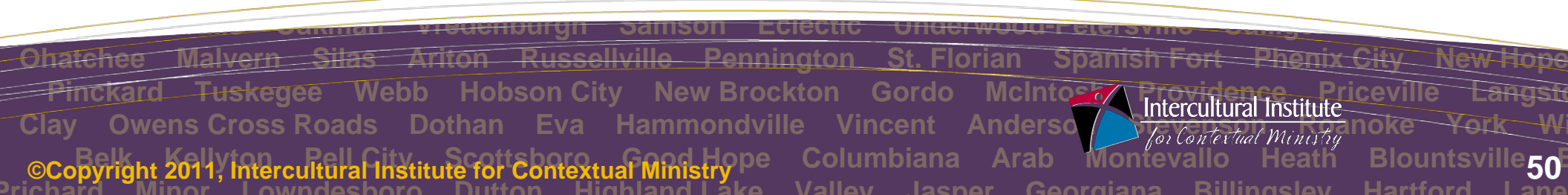


Potential Shared Projects

The tables below list 12 attitude variables related to shared projects at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	47.07%	45.82%	44.89%
Recycled products	34.48%	32.79%	31.31%
Worked as volunteer (non political)	17.13%	16.37%	15.79%
Engaged in fund raising	11.55%	11.2%	11.15%
Religious club member	7.81%	7.82%	7.86%
Wrote to elected offcl about publ bus	6.25%	5.89%	5.61%

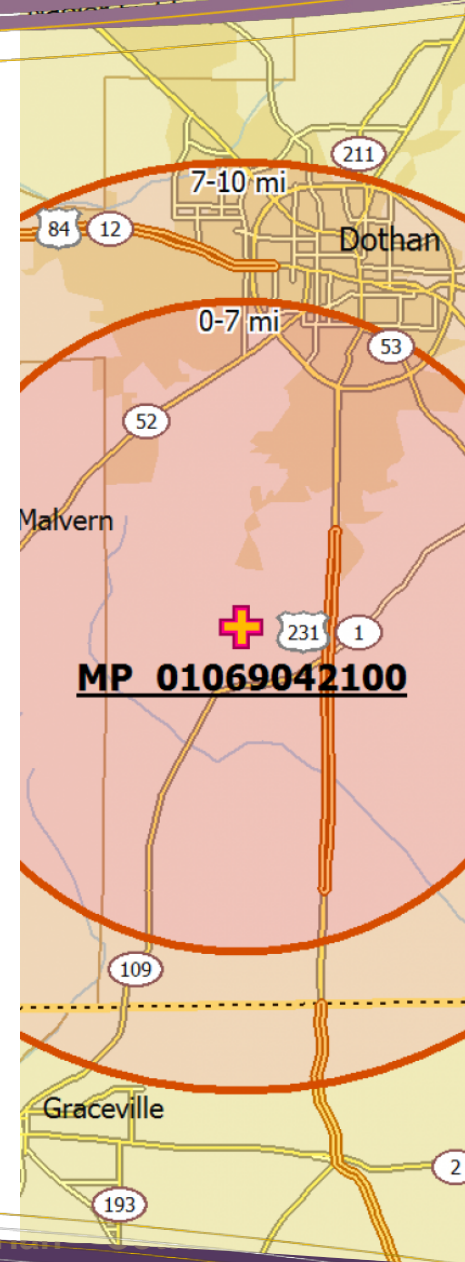
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to editor of mag or newspaper	5.77%	5.56%	5.39%
Charitable Organization	5.56%	5.3%	5.17%
Union member	5.35%	4.87%	4.83%
Church Board	5.08%	5.26%	5.45%
Took active part in local civic issue	5.03%	5.1%	4.9%
Addressed a public meeting	4.83%	4.78%	4.65%



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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Novel	16.62%	16.6%	15.89%
Children's Books	13.27%	13.19%	13.03%
Mystery	11.96%	11.48%	11.1%
Cookbooks	10.64%	10.3%	10.01%
Religious (not Bibles)	9.36%	9.14%	9.22%
Romance	7.27%	7.06%	7.06%
History	6.98%	6.82%	6.52%
Personal/Business	6.61%	6.58%	6.27%
Self-help			
Biography	6.32%	6.47%	6.16%

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper	66.63%	67.23%	65.57%
Distributed			
Gen. Editorial	44.96%	48.2%	47.64%
Womens	40.34%	42.54%	42.12%
Service	35.83%	34.9%	34.33%
Mens	17.78%	18.32%	18.08%
Business/Finance	16.01%	18.5%	17.59%
Sports	14.09%	15.01%	14.45%
Fishing/Hunting	14.07%	12.22%	12.8%
Automotive	14%	12.8%	13.03%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	56.22%	53.87%	53.34%
Classified	35.52%	33.51%	33.95%
Sport	32.56%	31.84%	31.29%
Editorial Page	31.68%	29.78%	29.5%
Comics	28.15%	26.54%	26.27%
Business/Finance	27.97%	27.95%	26.61%
Food/Cooking	25.04%	24.62%	24.04%
Movie Listings & Reviews	24.92%	24.68%	23.76%
TV/Radio Listings	23.82%	23.48%	23.04%
Home/Gardening	21.67%	20.8%	20.26%
Travel	18.75%	18.74%	17.82%
Science/Technology	17.13%	16.54%	15.89%
Fashion	13.8%	14.65%	14.46%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	26.09%	20.34%	21.57%
Adult Contemporary	17.64%	16.8%	16.17%
CHR Contemp Hit Radio	17.09%	17.04%	16.86%
Rock	12.82%	10.71%	10.26%
Urban Contemporary	11.77%	19.91%	19.98%
News/Talk	11.55%	10.96%	9.97%
Oldies	11.11%	10.8%	10.46%
Classic Rock	10.48%	9.04%	8.76%
Alternative	9.24%	8.67%	7.92%
Variety	7.2%	7.98%	7.76%
Religious	6.69%	6.11%	6.14%
Soft Contemporary	6.27%	6.2%	5.81%
All News	4.57%	5.63%	5.29%
Classic Hits	4.51%	3.71%	3.53%
Jazz	3.82%	5.97%	5.93%
All Talk	3.77%	3.98%	3.73%
Sports	3.53%	3.79%	3.49%
Classical	3.3%	3.37%	3.1%



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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org

MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	64.15%	63.36%	63%
Satellite Dish	54.67%	53.37%	53.45%
Soapnet	50.39%	50.69%	50.22%
Other Video-On-Demand	40.67%	44.17%	44.55%
Sci-Fi Channel	36.65%	35.82%	35.81%
Adult Pay Per View TV	33.83%	33.48%	33.54%
MSNBC	33.7%	33.58%	33.45%
Nickelodeon	30.46%	28.45%	28.64%
TV Info From Sunday TV Magazine	29.11%	28.93%	28.71%
Comedy Central	27.96%	31.19%	28.95%
Subscribe Digital Cable	27.91%	29.91%	29.81%
Adult Swim	27.45%	25.53%	24.9%

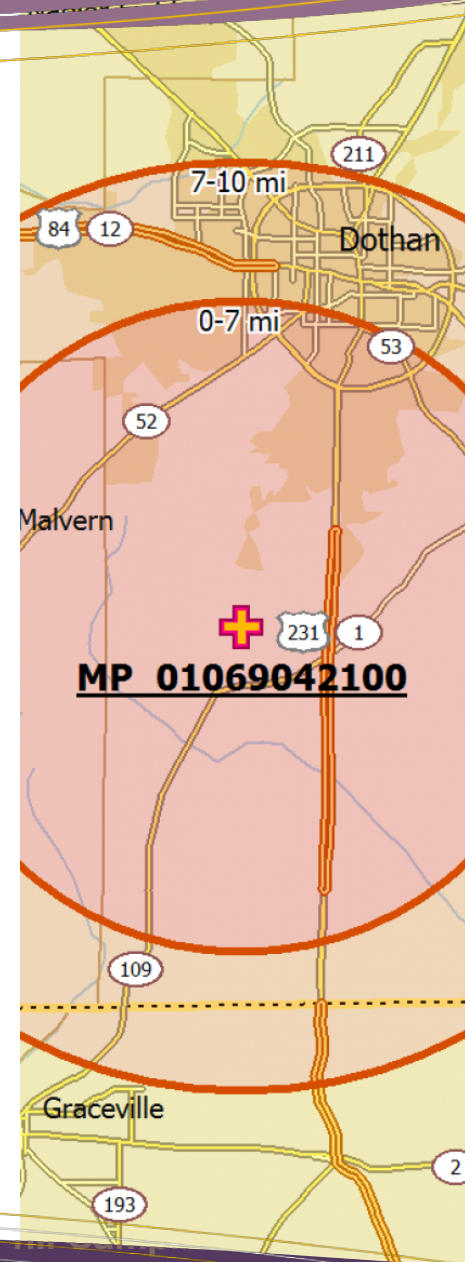
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
TV Info From Newspapers	26.22%	26.23%	25.85%
Nick At Nite	25.14%	24.63%	24.44%
TCM (Turner Classic Movies)	24.77%	25.37%	24.92%
Hallmark Channel	24.33%	25.09%	24.53%
TV Info From Monthly Cable Guide	24.14%	24%	23.72%
USA Network	23.96%	23.91%	23.4%
BET (Black Entertainment TV)	23.33%	24.36%	23.5%
ABC Fam.	22.16%	23.99%	22.41%
The Golf Channel	21.85%	23.27%	22.28%
ESPN2	21.13%	23.39%	22.02%
Lifetime	20.82%	21.4%	20.98%
Video-On-Demand Movies	20.23%	20.57%	20.1%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Book Readers			
Heavy Users (7+)	19.55%	19.27%	18.69%
Medium Users (4-6)	10.43%	10.19%	9.82%
Light Users (1-3)	20.94%	19.89%	19.72%
Quintiles (20%)			
Newspaper I (Heavy)	1.35%	1.3%	1.24%
Newspaper II	1.45%	1.53%	1.49%
Newspaper III	2.44%	2.05%	2.12%
Newspaper IV	0.64%	0.48%	0.5%
Newspaper V (Light)	1.23%	1.09%	1.08%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
Quintiles (20%)			
Magazines I (Heavy)	19.81%	19.85%	19.86%
Magazines II	9.28%	9.01%	9.01%
Magazines III	10.28%	9.85%	9.99%
Magazines IV	11.46%	11.93%	12.01%
Magazines V (Light)	0.44%	0.54%	0.56%
Outdoor I (Heavy)	5.97%	7.12%	6.98%
Outdoor II	2.41%	3.37%	3.33%
Outdoor III	3.2%	4.15%	4.06%
Outdoor IV	16.63%	16.65%	17.13%
Outdoor V (Light)	24.91%	25.34%	25.22%
Yellow Pages I (Heavy)	15.11%	14.98%	15.41%
Yellow Pages II	5.58%	6.46%	6.48%
Yellow Pages III	4.82%	6.67%	6.68%
Yellow Pages IV	22.92%	22.9%	23.52%
Yellow Pages V (Light)	3.23%	3.8%	3.96%

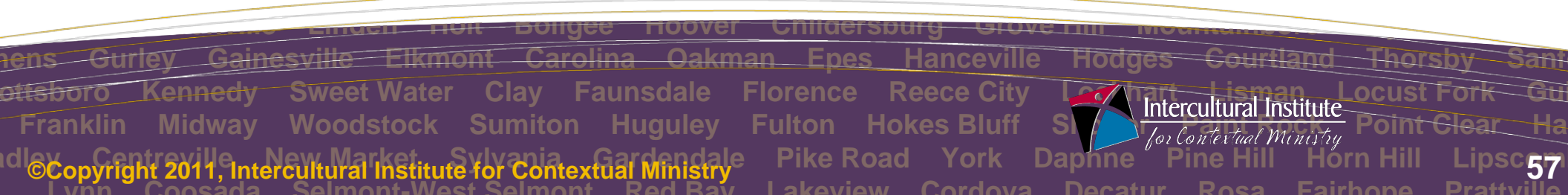


Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.39%	2.93%	3.02%
Drive Time III (Medium)	0.89%	0.84%	0.86%
Radio IV & V (Light)	2.56%	2.52%	2.56%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	9.15%	9.85%	9.86%
Radio III (Medium)	5.14%	4.52%	4.48%
Radio IV & V (Light)	3.44%	3.46%	3.35%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.83%	13.04%	12.72%
Cable III (Medium)	4.36%	4.94%	5.04%
Cable IV & V (Light)	31.54%	34.66%	34.69%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.91%	3.68%	3.91%
Prime Time III (Medium)	2.05%	1.64%	1.67%
Prime Time IV & V (Light)	8.6%	9.51%	9.46%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.52%	39.98%	40.4%
Fringe III (Medium)	54.6%	53.44%	54.42%
Fringe IV (Light)	56.72%	55.4%	56.26%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13%	14.27%	14.48%
All Day III (Medium)	24.37%	24.35%	24.92%
All Day IV (Light)	12.44%	14.89%	14.89%

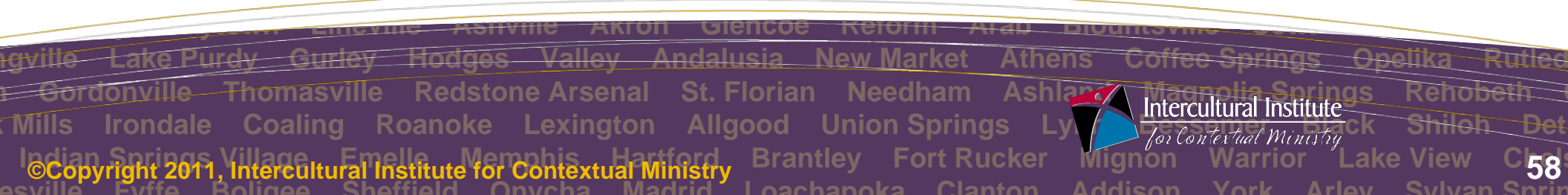


Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	11.68%	11.88%	11.52%
6:00am - 10:00am	13.97%	15.87%	14.9%
10:00am - 3:00pm	5.88%	9.2%	8.54%
3:00pm - 7:00pm	14.06%	15.45%	14.92%
7:00pm - Midnight	11.6%	12.56%	12.03%
Midnight - 6:00am	4.8%	6.91%	6.43%
Weekend Radio			
Listeners			
Dayparts [summary]	14.65%	14.9%	14.32%
6:00am - 10:00am	3.68%	3.65%	3.39%
10:00am-3:00pm	4.63%	5.6%	5.11%
3:00pm - 7:00pm	6.54%	7.92%	7.39%
7:00pm - Midnight	9.07%	9.69%	9.41%
Midnight - 6:00am	9.8%	12.36%	11.66%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	8.16%	8.11%	7.64%
Saturday:	8.24%	8.46%	8.3%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.74%	10.38%	10.07%
9:00am-1:00pm	25.14%	24.63%	24.44%
9:00am-4:00pm	28.84%	28.46%	28.22%
4:00pm-7:00pm	27.74%	28.91%	28.41%
11:00pm-1:00am	40.79%	41.76%	41.46%
AVG Prime time	2.58%	3.71%	3.58%
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 -- 0-7 miles, 7-10 miles, 10-15 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	16.1%	17.32%	16.4%
7-9am	21.13%	23.39%	22.02%
9am-12noon	21.31%	19.36%	19.27%
12noon-4pm	7.53%	9.1%	8.94%
4-6pm	45.54%	48.03%	46.79%
6-7pm	19.61%	18.67%	18.73%
7-7:30pm	1.32%	1.4%	1.36%
7:30-8pm	10.71%	10.51%	10.7%
8-11pm	8.16%	8.11%	7.64%
11pm-12am	33.7%	33.58%	33.45%
11pm-1am	40.79%	41.76%	41.46%
1-6am	28.18%	31.92%	30.48%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	17.59%	18.61%	17.86%
Sat: 10am-1pm	8.22%	8.67%	8.32%
Sat: 1-4pm	24.72%	24.96%	24.72%
Sat: 4-6pm	6.84%	7.37%	7.15%
Sat: 6-7pm	2.1%	1.86%	1.75%
Sat: 7-8pm	0.9%	0.96%	0.96%
Sat: 8-11pm	8.24%	8.46%	8.3%
Sat: 11pm-1am	4.68%	5.36%	5.26%
Sat: 1am-7pm	23.96%	23.91%	23.4%
Sun: 7-10am	2.39%	2.2%	2.28%
Sun: 10am-1pm	7.24%	6.71%	6.72%
Sun: 1-4pm	6.43%	6.28%	6.12%
Sun: 4-7pm	13.93%	13.42%	13.1%
Sun: 7-11pm	9.74%	10.38%	10.07%
Sun: 11pm-1am	4.83%	5.1%	4.84%
Sun: 1-7am	21.72%	21.48%	21.02%



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.

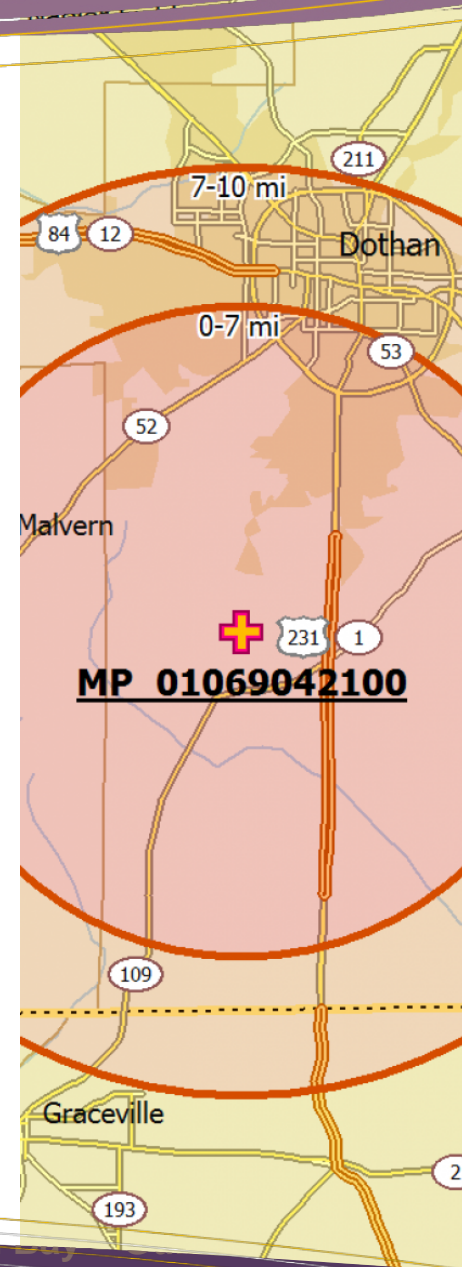


Your MissionSite and the Missional Suite

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 reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

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

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



Intercultural Institute
for Contextual Ministry

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	Rehobeth	4444 S County Road 59 Rehobeth, AL 36301	0.70 mi	339	Plateauing
2	New Providence	2943 S Park Rd Slocomb, AL 36375	3.32 mi	37	Growing
3	Mt. Enon	3167 Iris Rd Dothan, AL 36301	3.51 mi	112	Growing
4	Taylor	4156 Taylor Rd Taylor, AL 36301	3.77 mi	71	Declining
5	Malvern	PO Box 97 Malvern, AL 36349	4.63 mi	212	Growing
6	Corinth	4932 S County Road 49 Slocomb, AL 36375	4.80 mi	27	Declining
7	Hodgesville	11190 S County Road 33 Dothan, AL 36301	4.94 mi	95	Declining
8	Memphis	4595 Eddins Rd Dothan, AL 36301	5.21 mi	359	Growing
9	Selma	3255 S Park Ave Dothan, AL 36301	5.63 mi	255	Plateauing
10	Bethesda	PO Box 547 Slocomb, AL 36375	5.83 mi	34	Declining
11	Madrid	764 Decatur Rd C3 Cottonwood, AL 36320	5.90 mi	80	Plateauing
12	New Hinson	1143 County Road 48 Slocomb, AL 36375	5.91 mi	184	Growing
13	Mt. Gilead	2864 S Brannon Stand Rd Dothan, AL 36305	6.37 mi	676	Declining
14	Cloverdale	806 Dexter St Dothan, AL 36301	6.45 mi	333	Growing
15	Christian Home	407 Nathan Rd Slocomb, AL 36375	6.79 mi	28	Growing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Bethel	3257 E Cottonwood Rd Dothan, AL 36301	6.88 mi	546	Plateauing
17	Mt. Calvary	2376 Grady Garner Rd Slocomb, AL 36375	7.29 mi	48	Declining
18	Ridgecrest	1231 Fortner St Dothan, AL 36301	7.38 mi	1,201	Plateauing
19	Southside	423 E Cottonwood Rd Dothan, AL 36301	7.50 mi	600	Declining
20	Pathway	3551 Flowers Chapel Rd Dothan, AL 36305	7.64 mi	136	Plateauing
21	South Lena	511 S Lena St Dothan, AL 36301	7.91 mi	40	Plateauing
22	St James	PO Box 1842 Dothan, AL 36302	7.91 mi	78	Declining
23	Union Hill	7335 S County Road 33 Cottonwood, AL 36320	8.20 mi	89	Declining
24	Bay Springs	1721 S Bay Springs Rd Dothan, AL 36305	8.22 mi	208	Plateauing
25	Dothan First	PO Box 2025 Dothan, AL 36302	8.33 mi	1,026	Growing
26	Slocomb First	PO Box 428 Slocomb, AL 36375	8.66 mi	272	Growing
27	Calvary Cottonwood	267 Metcalf St Cottonwood, AL 36320	8.70 mi	103	Declining
28	Calvary Dothan	901 Montezuma Ave Dothan, AL 36303	8.86 mi	1,095	Growing
29	Grandview	2400 Forrester Road Dothan, AL 36301	8.94 mi	224	Declining
30	Union	4149 County Road 44 Hartford, AL 36344	9.25 mi	56	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Cottonwood First	PO Box 427 Cottonwood, AL 36320	9.28 mi	129	Growing
32	Pilgrim's Rest West	3176 Cumbie Rd. Newton, AL 36352	9.94 mi	32	Growing
33	Bethlehem	416 Bethlehem Rd Midland City, AL 36350	10.16 mi	122	Plateauing
34	Heritage	1951 Westgate Pkwy Dothan, AL 36303	10.28 mi	278	Declining
35	Cowarts	PO Box 10 Cowarts, AL 36321	10.41 mi	179	Plateauing
36	New Teamon	3813 S County Road 85 Slocomb, AL 36375	10.57 mi	97	Plateauing
37	Enterprise	25 Enterprise Church Rd Ashford, AL 36312	10.58 mi	81	Plateauing
38	Rainbow Meadows	3480 Napier Field Rd Dothan, AL 36303	11.09 mi	79	Growing
39	Smyrna	1800 Huskey Rd Dothan, AL 36303	11.14 mi	69	Declining
40	Pleasant Hill	PO Box 1149 Slocomb, AL 36375	11.27 mi	78	Growing
41	Faith	234 Olaff Rd Cowarts, AL 36321	11.49 mi	127	Plateauing
42	Ebenezer	332 Skeeter Creek Ln Hartford, AL 36344	11.71 mi	15	Declining
43	Bluff Springs	1990 Bluff Springs Rd Ashford, AL 36312	12.01 mi	148	Growing
44	Old Webb Road	PO Box 118 Webb, AL 36376	12.01 mi	34	Growing
45	Beulah	3225 Headland Ave Dothan, AL 36303	12.02 mi	77	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.

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

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