

# MissionSite

top unreached locations



OZARK, AL

CENSUS TRACT: 01045020800

REGION: Southeastern Region

ASSOCIATION: Dale

DISTRICT: 05: Southeast River District

COUNTY: Dale

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

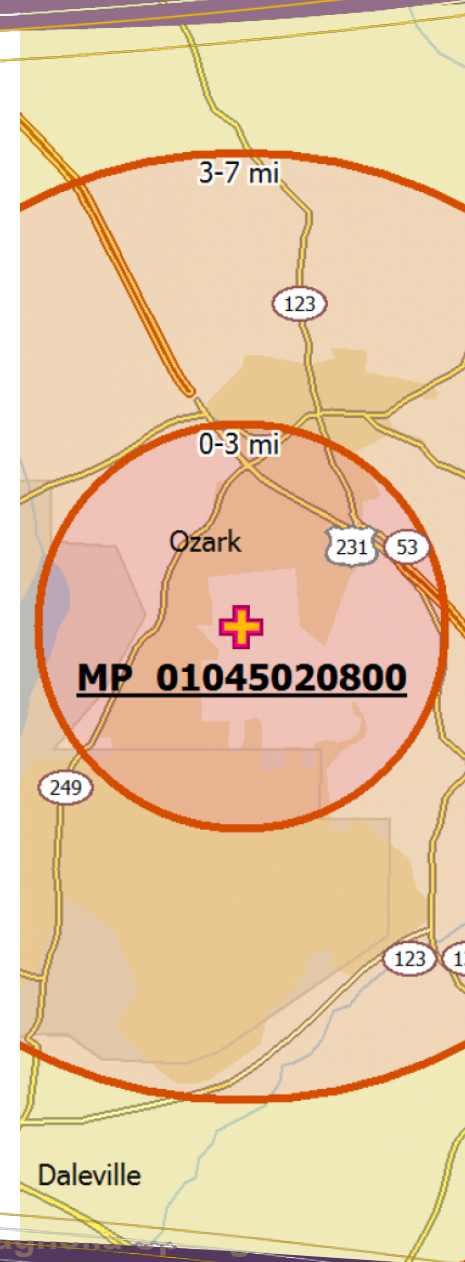
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## Site Location Summary

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	1225	Dale
3	District	05	Southeast River District
4	County Location	01045	Dale
5	Zipcode	36360	Dale
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	K	10000-50000-50000





# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	0	Non-Metro
2	Urban Influence	5	Micropolitan area adjacent to a small metro area
3	Rural / Urban Continuum	4	
4	NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5	NCES Urban Centric Locale Codes	31	Town: Fringe: Territory inside an urban cluster that is less than or equal to 10 miles from an urbanized area.
6	IICM RUCA Values Index	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
8	Percent Commuting to Metro	21	Percent commuting from non metro to metro areas

# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	10,508	11,965	11,610
2010 Households	4,669	4,478	4,572
2010 Group Quarters Population	199	531	928

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	22	20	18
Language Diversity National Index	21	39	42
Foreign Born Diversity National Index	34	59	45
Ancestry Diversity National Index	29	39	34
Racial Diversity National Index	54	52	48

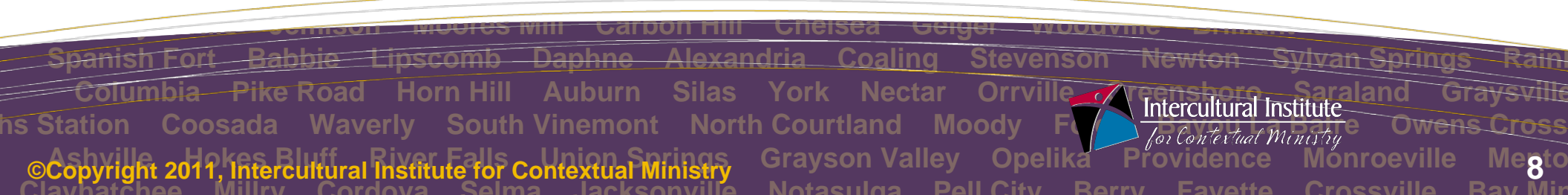




# Site Location Summary - Social Environment

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	169	3.62%
Mainstay Communities	Established, Diverse Households	213	4.56%
Working Communities	Blue-collar, Working Families	1,423	30.48%
Country Communities	Rural, Agri. & Mining Families	976	20.9%
Aspiring Communities	Young Singles / Aspiring-Multihousing	389	8.33%
Urban Communities	High Density, Inner-city Neighborhoods	1,499	32.11%





# 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).

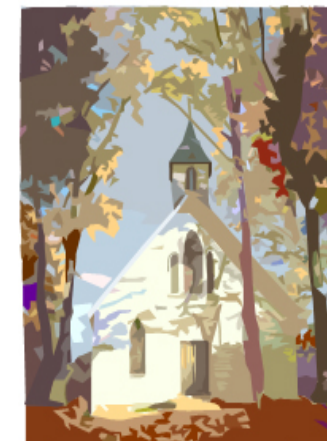
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	12,679	3,117	24.58%
Unreached %	64.04%	66.76%	104.25
Religious But NOT Evangelical HH	3,124	956	30.61%
Religious But NOT Evangelical %	15.78%	20.48%	129.78
Spiritual But NOT Relig or Evang HH	1,700	363	21.38%
Spiritual But NOT Relig or Evang %	8.59%	7.78%	90.65
Not Evangelical, Not Interested HH	8,116	1,861	22.93%
Not Evangelical, Not Interested %	40.99%	39.86%	97.25



# 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	39	3	7.69%
Active ALSBOM Attenders	3,891	579	14.88%
Active Evangelical Households	4,018	876	21.8%
Active Evangelical Percent	20.29%	18.76%	92.44
Inactive Evangelical Households	3,102	676	21.8%
Inactive Evangelical Percent	15.67%	14.48%	92.44
# 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.	WRSHP AVG	IICM CGR
1	Ridgecrest	0.85 mi	138	Growing
2	Camp Ground	1.06 mi	117	Declining
3	Ozark	2.18 mi	324	Declining
4	Hillcrest	3.05 mi	93	Declining
5	Southside	3.12 mi	510	Declining
6	Logan Road	3.45 mi	51	Growing
7	Rocky Mount	4.80 mi	33	Declining
8	Pleasant Grove	6.02 mi	198	Plateauing
9	Post Oak	6.33 mi	110	Declining
10	Chalkhead	6.71 mi	127	Plateauing
11	Newton	7.70 mi	93	Declining
12	Ebenezer	7.97 mi	23	Declining
13	Korean First	8.01 mi	161	Declining
14	Forest Hills	8.25 mi	60	Declining
15	Macedonia	8.93 mi	128	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Center Ridge	9.04 mi	37	Plateauing
17	Daleville	9.28 mi	184	Plateauing
18	Bethel	9.54 mi	143	Declining
19	Cedar Grove	10.38 mi	64	Plateauing
20	Pinckard	10.49 mi	66	Declining
21	Level Plains First	10.66 mi	227	Declining
22	Open Door	10.68 mi	155	Declining
23	Salem	10.89 mi	103	Growing
24	Pleasant Ridge	11.00 mi	36	Growing
25	Vision	11.09 mi	44	Growing
26	Rocky Head	11.48 mi	74	Plateauing
27	Mt. Enon	11.60 mi	51	Growing
28	Ariton	12.25 mi	102	Declining
29	Midland City	12.44 mi	63	Declining
30	Morgan	12.55 mi	44	Growing

# 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*

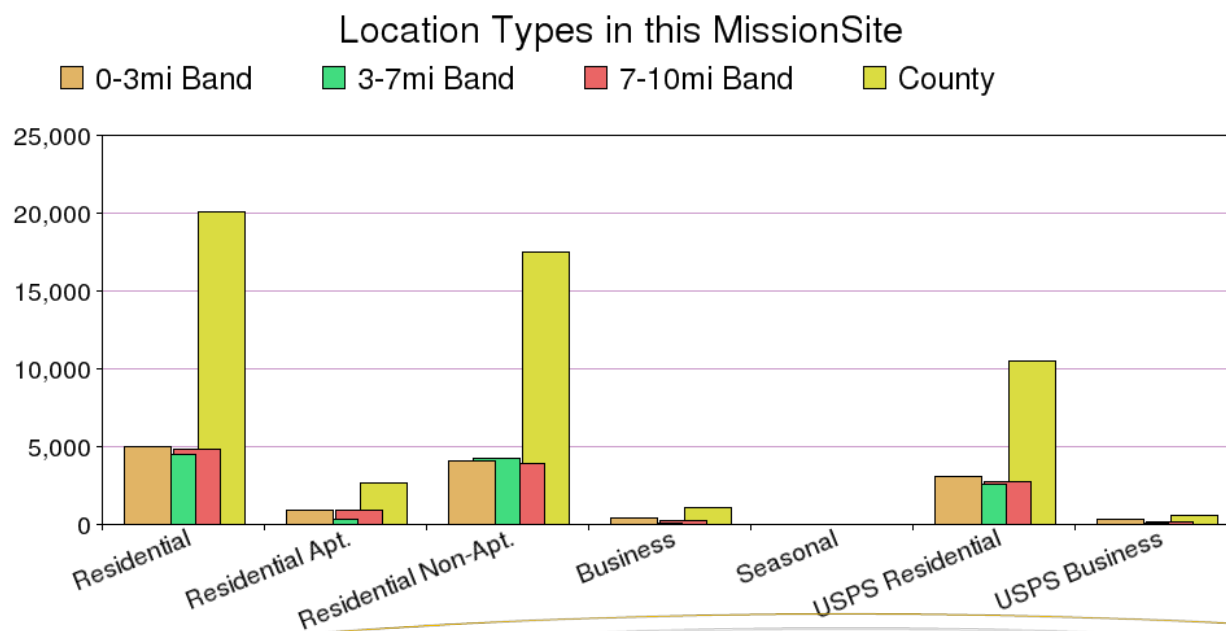
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	49,633	12,132	24.44%
2000 Population	49,129	11,274	22.95%
2010 Population	48,089	10,508	21.85%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	17,574	4,674	26.6%
2000 Households	18,878	4,680	24.79%
2010 Households	19,799	4,669	23.58%



Location Type	0-3mi Band
Residential	5,016
Residential Apt.	945
Residential Non-Apt.	4,071
Business	392
Seasonal	0
USPS Residential	3,106
USPS Business	303

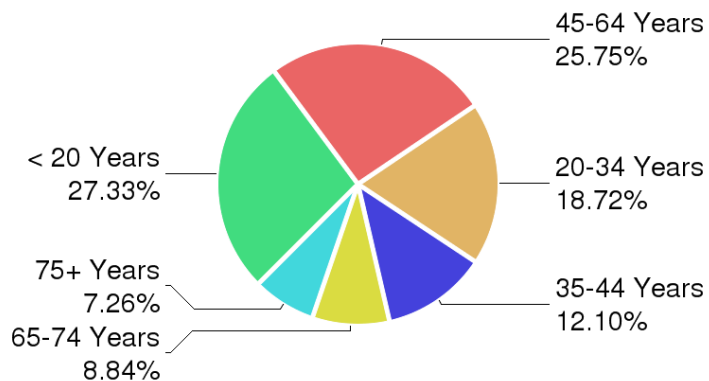
# Current Demographic Summary

A current year demographic summary of age categories for the site location appears on the right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	6.48%	6.11%	94.29
4-5 Years	2.93%	2.66%	90.78
6-8 Years	4.24%	3.84%	90.57
9-11 Years	4.03%	4.04%	100.25
12-13 Years	2.6%	2.77%	106.54
14-17 Years	5.08%	5.31%	104.53
18-19 Years	2.5%	2.6%	104
0-5 Years	9.41%	8.76%	93.09
6-12 Years	9.57%	9.27%	96.87
13-19 Years	8.87%	9.29%	104.74
< 20 Years	27.85%	27.32%	98.1
20-34 Years	22%	18.71%	85.05
35-44 Years	12.15%	12.1%	99.59
45-64 Years	24.23%	25.74%	106.23
65-74 Years	7.73%	8.84%	114.36
75+ Years	6.05%	7.26%	120
Median Age	35	39	111.19
Median Age (Male)	34	36	106.11
Median Age (Female)	37	42	114.68

Age Group Percentages



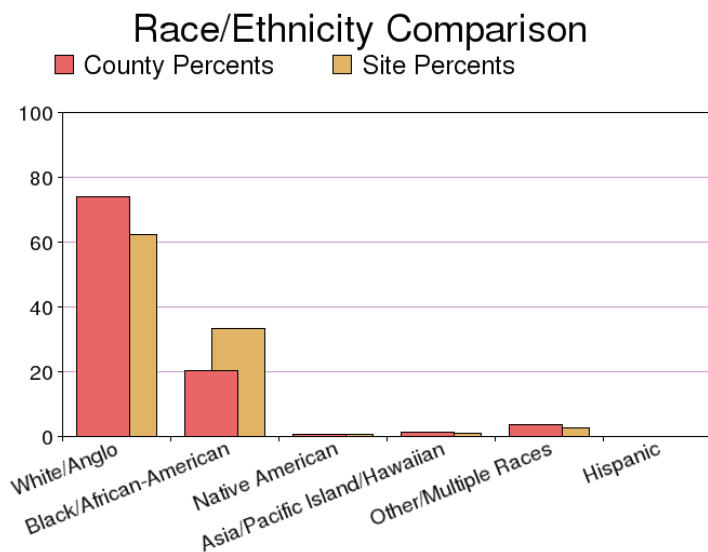


# Current Demographic Summary

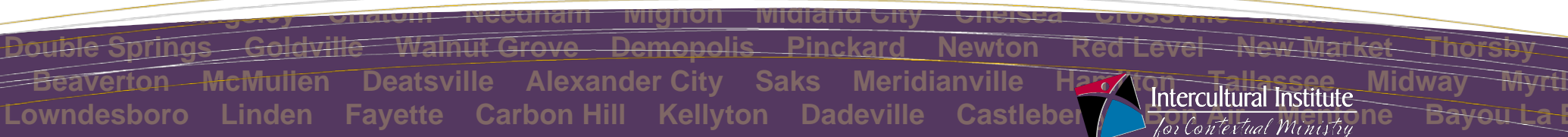
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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	73.99%	62.37%	84.3
Black, African-American	20.17%	33.38%	165.52
Native American	0.63%	0.61%	97.31
Asian	1.3%	0.88%	67.36
Pacific Island, Hawaiian	0.19%	0.08%	40.68
Other/Multiple Races	3.73%	2.68%	71.94
Hispanic	0%	3.33%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	31,464	6,932	
Less than 9th Grade	5.33%	5.68%	93.72
No High School Diploma	10.29%	11.17%	92.17
High School Graduate	31.5%	32.26%	97.65
Some College, no degree	26.2%	26.21%	99.95
Associate Degree	9.31%	9.71%	95.92
College Degree	11.88%	10.75%	110.51
Graduate/Prof. degree	5.5%	4.23%	130.01



# 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	8.5%	13.17%	178.62
\$10,000 to \$19,999	14.14%	16.88%	119.34
\$20,000 to \$29,999	10.92%	11.59%	106.11
\$30,000 to \$49,999	25.48%	24.1%	94.56
\$50,000 to \$59,999	9.85%	7.62%	77.42
\$60,000 to \$69,999	7.14%	8.2%	114.86
\$70,000 to \$79,999	5.96%	6.02%	100.9
\$80,000 to \$89,999	4.53%	4.11%	90.87
\$90,000 to \$99,999	2.84%	2.31%	81.49
\$100,000 to \$124,999	6.01%	3.21%	53.45
\$125,000 to \$149,999	2.5%	1.14%	45.5
\$150,000 to \$199,999	1.11%	1.09%	98.3
\$200,000 to \$249,999	0.26%	0.15%	58.2
\$250,000 or more	0.76%	0.34%	44.93
Median Household	42,502	36,270	85.34
Average Household	53,900	47,084	87.35
Per Capita Household	22,971	20,936	91.14
Family/Non-Family Household Income			
Median Family Income	48,670	47,554	97.71
Average Family Income	61,069	56,290	92.17
Median Non-Family Income	25,702	20,419	79.45
Average Non-Family Income	36,856	29,035	78.78

# Current Demographic Summary

A current year demographic summary of household types, housing units and households by size and count by person for the site location appears at right.

For each category both county and 0-3 mile band percentages are given. The Index value assumes that if the county percent and the 0-3 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-3 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-3 mile band. A value of 200 would be twice the value of 100 (which would be a 100% increase over the county average). A value of 50 would be 50% of the county average.

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			
% Family Households	70.39%	64.98%	92.31
Families with Children	34.88%	31.83%	91.25
Families without Children	35.51%	33.15%	93.36
Non-Family Households			
% Non-Family Households	29.61%	35.02%	118.27
Non-Families with Children	0.14	0.13	94.23
Non-Families without Children	29.47	34.89	118.39
Housing Units			
Total Housing Units	22,903	5,381	
Vacant percent	13.55%	13.23%	97.63
Owned percent	52.13%	48.21%	92.47%
Rented Percent	34.31%	38.56%	112.38
Households by Size			
Avg household size	2.34	2.21	94.44
Avg family hh size	2.87	2.81	97.91
Avg non-family hh size	1.10	1.10	100
Households By Count of Persons			
One	4,958	1,405	28.34%
Two	7,506	1,713	22.82%
Three or Four	6,255	1,351	21.6%
Five+	1,080	200	18.52%

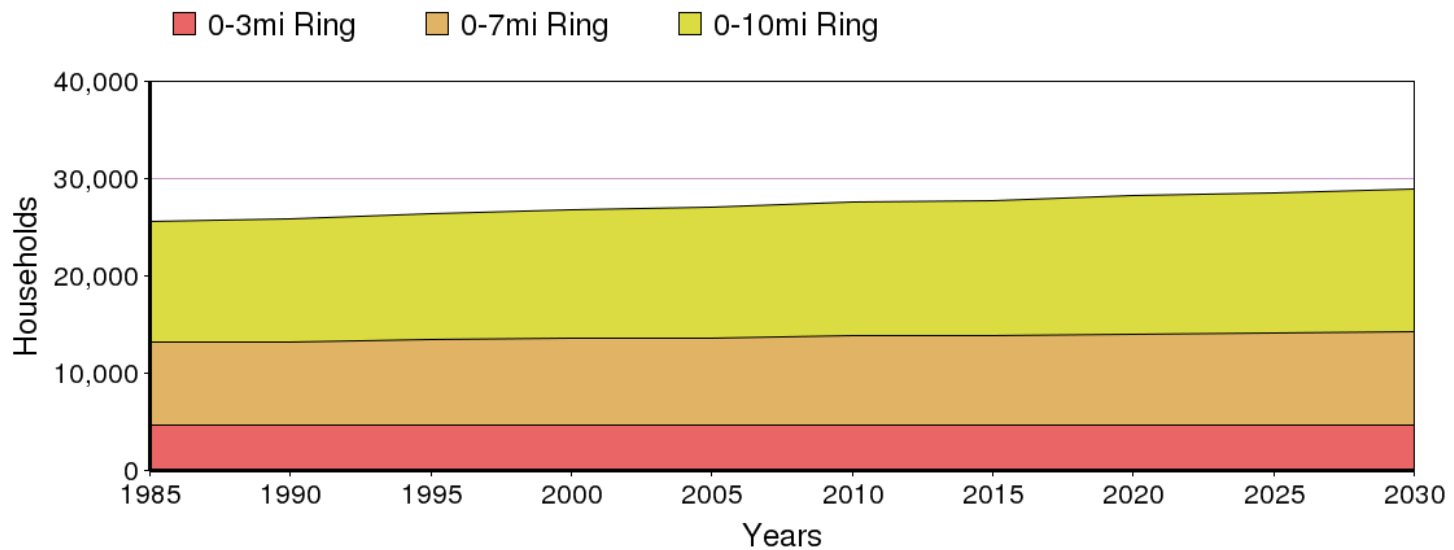
# Projected Demographic Summary

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	49,633	12,132	24.44%
2000 Population	49,129	11,274	22.95%
2010 Population	48,089	10,508	21.85%
2015 Population	47,792	10,242	21.43%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	17,574	4,674	26.6%
2000 Households	18,878	4,680	24.79%
2010 Households	19,799	4,669	23.58%
2015 Households	20,064	4,641	23.13%

Household Change from 1985 to 2030



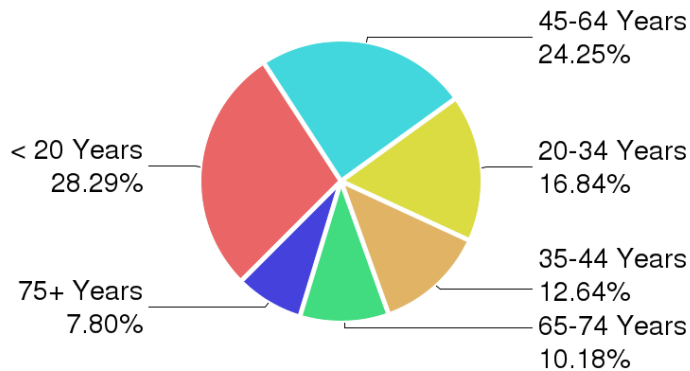
# Projected Demographic Summary

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	6.11%	6.34%	103.76
4-5 Years	2.66%	2.75%	103.38
6-8 Years	3.84%	4.2%	109.38
9-11 Years	4.04%	4.26%	105.45
12-13 Years	2.77%	2.79%	100.72
14-17 Years	5.31%	5.35%	100.75
18-19 Years	2.6%	2.6%	100
0-5 Years	8.76%	9.09%	103.77
6-12 Years	9.27%	9.88%	106.58
13-19 Years	9.29%	9.31%	100.22
< 20 Years	27.32%	28.28%	103.51
20-34 Years	18.71%	16.83%	89.95
35-44 Years	12.1%	12.63%	104.38
45-64 Years	25.74%	24.24%	94.17
65-74 Years	8.84%	10.17%	115.05
75+ Years	7.26%	7.8%	107.44
Median Age	35	40	113.01
Median Age (Male)	34	37	109.67
Median Age (Female)	37	42	114.92

Projected Age Group Percentages



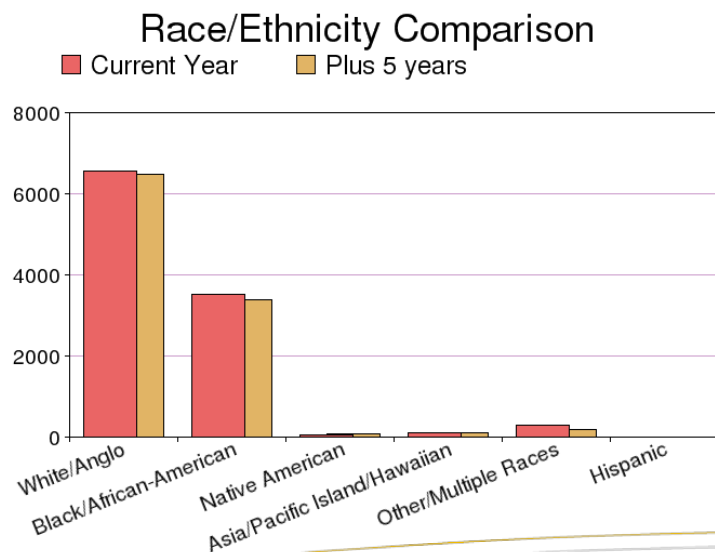
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	62.37%	63.21%	101.34
Black, African-American	33.38%	33.02%	98.91
Native American	0.61%	0.79%	129.85
Asian	0.88%	0.97%	110.4
Pacific Island, Hawaiian	0.08%	0.09%	115.42
Other/Multiple Races	2.68%	1.92%	71.67
Hispanic	0%	0%	0

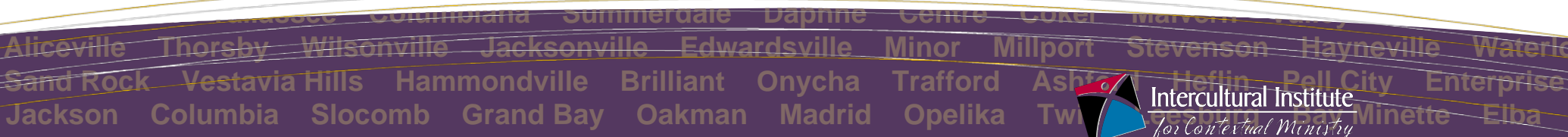
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	6,932	6,738	
Less than 9th Grade	5.68%	4.62%	81.21
No High School Diploma	11.17%	9.38%	84
High School Graduate	32.26%	33.17%	102.83
Some College, no degree	26.21%	26.09%	99.54
Associate Degree	9.71%	10.2%	105.02
College Degree	10.75%	11.74%	109.23
Graduate/Prof. degree	4.23%	4.81%	113.76



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	13.17%	11.42%	86.7
\$10,000 to \$19,999	16.88%	16.07%	95.24
\$20,000 to \$29,999	11.59%	10.6%	91.49
\$30,000 to \$49,999	24.1%	23.87%	99.08
\$50,000 to \$59,999	7.62%	7.91%	103.71
\$60,000 to \$69,999	8.2%	8.79%	107.17
\$70,000 to \$79,999	6.02%	7.05%	104.54
\$80,000 to \$89,999	4.11%	4.61%	107.94
\$90,000 to \$99,999	2.31%	2.56%	110.85
\$100,000 to \$249,999	3.21%	3.66%	114.02
\$125,000 to \$149,999	1.14%	1.51%	132.87
\$150,000 to \$199,999	1.09%	1.31%	120.33
\$200,000 to \$249,999	0.15%	0.11%	71.86
\$250,000 or more	0.34%	0.37%	106.89
Median Household	36,270	39,365	108.53
Average Household	47,084	51,703	109.81
Per Capita Household	20,936	23,445	111.98
<b>Family/Non-Family Household Income</b>			
Median Family Income	47,554	51,134	107.53
Average Family Income	56,290	61,144	108.62
Median Non-Family Income	20,419	23,176	113.5
Average Non-Family Income	29,035	32,661	112.49



# 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	64.98%	64.12%	98.68
Families with Children	31.83	30.02	94.31
Families without Children	33.15	32.11	96.83
<b>Non-Family Households</b>			
% Non-Family Households	35.02%	35.88%	102.45
Non-Families with Children	0.13	0.15	102.45
Non-Families without Children	34.89	35.73	102.39
<b>Housing Units</b>			
Total Housing Units	5,381	5,351	99.44%
Vacant percent	13.23%	13.27%	100.28
Owned percent	48.21%	48.2%	99.98
Rented Percent	38.56%	38.53%	99.93
<b>Households by Size</b>			
Avg household size	2.21	2.16	97.74%
Avg family hh size	2.81	2.78	98.93%
Avg non-family hh size	1.10	1.06	96.36%
<b>Households By Count of Persons</b>			
One	1,405	1,403	99.86%
Two	1,713	1,748	102.04%
Three or Four	1,351	1,310	96.97%
Five+	200	180	90%



# 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	349	463	439
Northern Europe	15	3	27
Western Europe	163	98	142
Southern Europe	0	24	0
Eastern Europe	6	27	10
Other Europe	0	0	0
Eastern Asia	40	67	93
So. Central Asia	0	39	0
SE Asia	17	46	27
Western Asia	0	3	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	11	2	0
Middle Africa	0	2	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	4	2	0
Other Africa	0	0	0
Oceania	0	2	5
Caribbean	43	39	28
Central Amer.	22	92	101
South America	16	13	1
North America	12	4	5
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	11,253	9,520	7,939
Spanish	257	612	235
Other Indo-Euro language	221	407	184
French (incl. Patois, Cajun)	27	27	10
French Creole	0	0	0
Italian	11	32	9
Portuguese	0	0	0
German	183	250	121
Yiddish	0	0	0
Other West Germanic	0	0	9
A Scandinavian Language	0	0	0
Greek	0	4	0
Russian	0	4	11
Polish	0	9	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	36	0
Armenian	0	0	0
Persian	0	10	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	33	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	24
Asian/PI languages	0	0	0
Chinese	27	17	50
Japanese	0	13	29
Korean	18	46	76
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	6	2
Laotian	0	0	0
Vietnamese	0	13	1
Other Asian	0	0	0
Tagalog	12	21	19
Other Pacific Is	0	4	0
Other languages	19	10	2
Navajo	0	5	0
Other Native N. American	0	0	0
Hungarian	0	0	0
Arabic	8	5	0
Hebrew	0	0	0
African languages	11	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	9,479	8,452	6,921
Arab	28	7	2
Armenian	0	0	0
Austrian	0	7	12
British	42	20	26
Canadian	15	17	5
Croatian	15	2	0
Czech	0	18	0
Czechoslovak	15	2	0
Danish	18	9	19
Dutch	120	67	47
English	741	590	549
European	75	217	18
Finnish	0	2	0
French (not Basque)	135	123	40
French Canadian	87	45	85
German	739	978	585
Greek	7	4	0
Hungarian	27	8	0
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	627	721	635
Italian	187	223	70
Lithuanian	0	8	3
Norwegian	43	72	54
Polish	98	110	52
Portuguese	7	15	19
Romanian	0	0	10
Russian	13	13	5
Scandinavian	0	8	1
Scotch-Irish	209	144	118
Scottish	151	173	108
Slovak	0	11	1
Subsaharan African	80	45	48
Swedish	54	30	15
Swiss	0	15	3
Ukrainian	8	9	0
US/American	1,445	1,801	1,970
Welsh	27	18	7
West Indian	33	32	20
Yugoslavian	0	2	0
Other	4,433	2,886	2,394

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

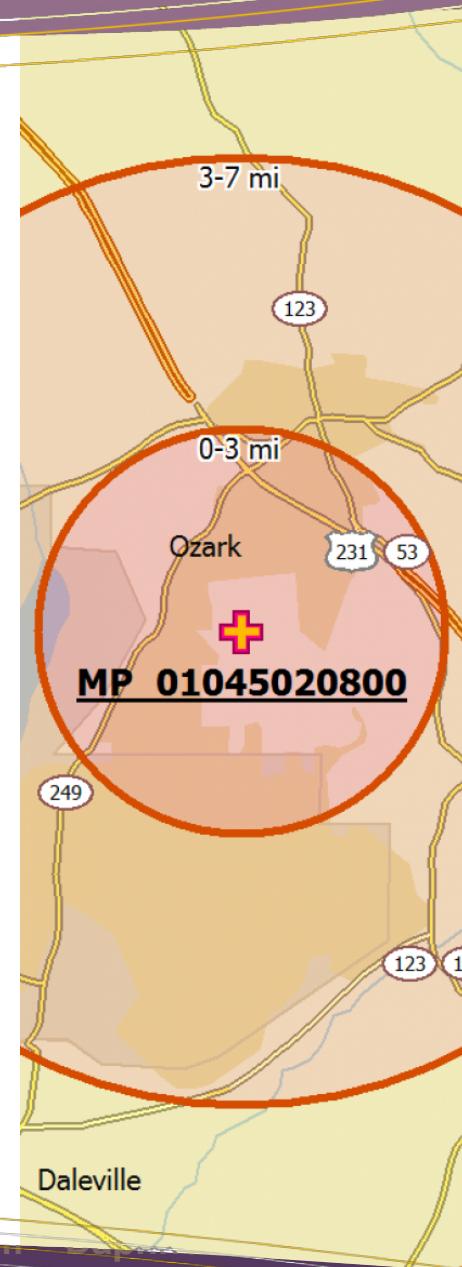
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,669	100%	3,120	100%
<b>AFFLUENT SUBURBIA</b>	25	0.54%	18	0.58%
America's Wealthiest	1	0.02%	1	0.03%
Dream Weavers	1	0.02%	1	0.03%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	23	0.49%	16	0.51%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	144	3.08%	97	3.11%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	144	3.08%	97	3.11%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	95	2.03%	63	2.02%
2nd City Homebodies	22	0.47%	16	0.51%
Prime Middle America	30	0.64%	20	0.64%
Urban Optimists	0	0%	0	0%
Family Convenience	43	0.92%	27	0.87%
Mid-Market Enterprise	0	0%	0	0%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	4,669	100%	3,120	100%
<b>BLUE COLLAR BACKBONE</b>	161	3.45%	108	3.46%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	20	0.43%	12	0.38%
Lower Income Essentials	94	2.01%	64	2.05%
Small Town Endeavors	47	1.01%	32	1.03%
<b>AMER. DIVERSITY</b>	118	2.53%	81	2.6%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	6	0.13%	4	0.13%
Professional Urbanites	64	1.37%	46	1.47%
Urban Advancement	6	0.13%	4	0.13%
Amer. Great Outdoors	42	0.9%	27	0.87%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	1,262	27.03%	867	27.79%
Steadfast Conservative	1,120	23.99%	768	24.62%
Moderate Conventionalists	12	0.26%	8	0.26%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	130	2.78%	91	2.92%



# Unreached Households by Lifestyle Segment

The table below lists 13 lifestyle segments in three social groups, G-Remote America, H-Aspiring Contemporaries, and I-Rural Villages & Farms. For the 0-3 mile ring, the number of households is listed together with the percent of the band in that segment. The number of unreached households is also listed together with the percent of the total unreached that are in the segment.

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	4,669	100%	3,120	100%
<b>REMOTE AMERICA</b>	425	9.1%	253	8.11%
Hardy Rural Fam.	154	3.3%	94	3.01%
Rural Southern Living	271	5.8%	159	5.1%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	367	7.86%	271	8.69%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	343	7.35%	254	8.14%
Stable Careers	24	0.51%	17	0.54%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	551	11.8%	325	10.42%
Industrious Country Living	73	1.56%	50	1.6%
America's Farmland	0	0%	0	0%
Comfy Country Living	364	7.8%	223	7.15%
Small Town Connections	35	0.75%	20	0.64%
Hinterland Fam.	79	1.69%	32	1.03%

# 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	4,669	100%	3,120	100%
<b>STRUGGLING SOCIETIES</b>	1,110	23.77%	751	24.07%
Rugged Southern Style	11	0.24%	6	0.19%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1,099	23.54%	745	23.88%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	389	8.33%	273	8.75%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	261	5.59%	183	5.87%
Urban Diversity	34	0.73%	24	0.77%
New Generation Activists	67	1.43%	45	1.44%
Getting By	27	0.58%	21	0.67%
<b>VARYING LIFESTYLES</b>	22	0.47%	13	0.42%
Military Family Life	22	0.47%	13	0.42%
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?



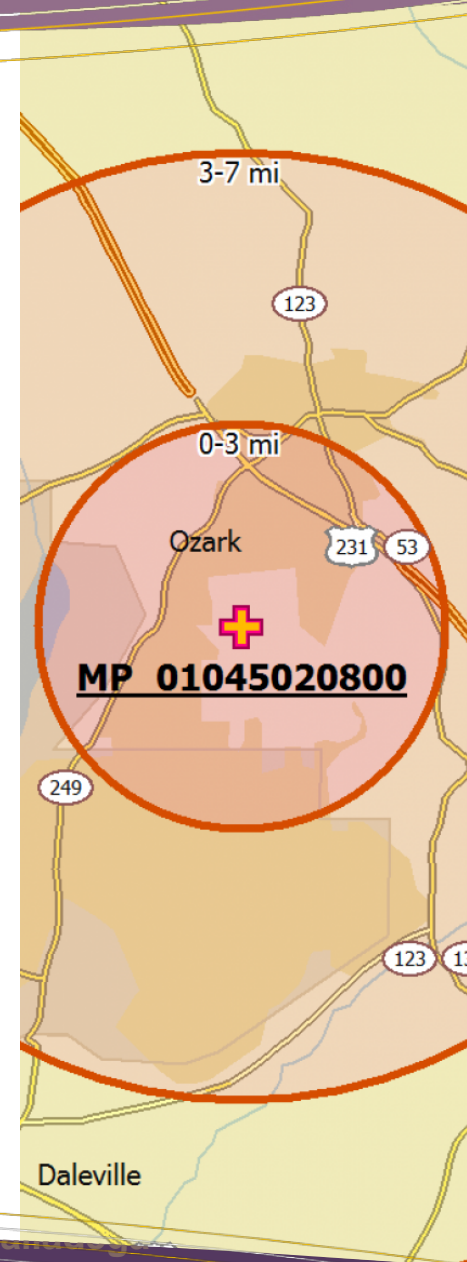
## Potential Cultural Bridges

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).

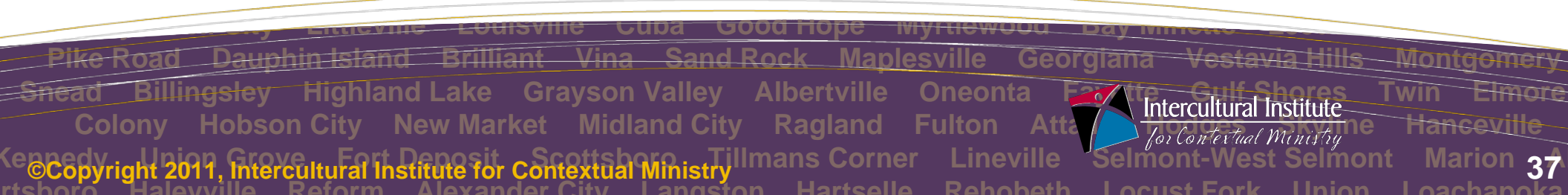


# Potential Cultural Bridges

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	71%	75%	74%
Use Comp. for Internet/E-mail	51%	52%	52%
Internet Use: E-Mail	41%	45%	44%
Use Comp. for Comp. Games	37%	44%	43%
Use Comp. for Education	28%	35%	33%
Use Comp. for Word Processing	28%	35%	35%
Use Comp. for Shopping	28%	32%	32%
Use Comp. for Digital Camera Photo Editing	26%	33%	32%
HH Owns DVD Player	25%	32%	31%
Use Comp. for Banking	25%	26%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	24%	24%	24%
Internet Use: Banking	22%	25%	25%
Use Comp. for News/Info./Data Service	16%	19%	19%
PC-Network-HH Has One	15%	15%	16%
Use Comp. for Personal Financial Mngmnt	11%	12%	11%
Use Comp. for Filing/DB Mngmnt	10%	10%	10%
Use Comp. for Accounting	10%	15%	14%
Internet Use: Shopping: Gathered Info. for Shopping	9%	12%	12%
HH Owns Video/Webcam	9%	14%	13%
Internet Use: Shopping: Made A Purchase	9%	12%	12%



# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	67%	70%	70%
Dining Out (Not Fast Food)	51%	52%	52%
Reading Books	51%	58%	56%
Card Games	37%	46%	44%
Cooking for Fun	33%	35%	35%
Gardening	32%	30%	30%
Go To A Beach/Lake	31%	35%	34%
Board Games	30%	39%	37%
Visit Zoo	17%	17%	17%
Photography	17%	17%	17%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	67%	69%	68%
Gen./Fam. Practitioner	38%	41%	40%
Dentist	24%	22%	22%
Backache	23%	27%	26%
Hypertension/High Blood Pressure	20%	25%	23%
Eye Dr.	20%	23%	22%
None Of These	19%	18%	18%
High Cholesterol	17%	15%	15%
Any Arthritis	16%	19%	18%
Acid Reflux Disease (GERD)	16%	13%	13%

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.21%	28.96%	28.03%
Live Theater	16.94%	22.69%	21.24%
Live Theater Most Often	14.17%	19.05%	17.72%
Rock/Pop Concerts Most Often	13.81%	12.78%	12.9%
Dance Performance	9.34%	9.03%	8.51%
Comedy Club	8.06%	6.73%	7.08%
Movies: Comedy	40.84%	42.72%	41.59%
Movies: Action/Adventure	38%	38.3%	37.66%
Movies: Drama	22.59%	22.8%	21.93%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	20.9%	23.31%	22.32%
Movies: Romantic Comedy	19.17%	18.29%	18.15%
Movies: Mystery	17.65%	19.43%	18.6%
College Football Reg. Season	6.08%	5.58%	5.43%
MLB Baseball Reg. Season	5.27%	5.76%	5.74%
NFL Football Reg. Season	4.97%	5.09%	5.02%
College Basketball Reg. Season	4.57%	4%	3.82%
College Basketball Post-Season	2.97%	2.15%	1.92%
College Football Post-Season	2.42%	2.36%	2.15%

# 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	37.55%	40.65%	39.59%
Swimming	27.84%	34.62%	34.13%
Bowling	19.31%	25.56%	24.81%
Billiards/Pool	17.3%	18.3%	18.52%
Freshwater Fishing	16.63%	16.2%	17.31%
Basketball	15.45%	16.32%	16.27%
Jogging/Running	14.19%	16.39%	15.64%
Weight Training	12.25%	13.42%	13.5%
Camping Trips	12.02%	16.98%	17.17%
Stationary Cycling	11.31%	14.7%	13.88%
Using Cardio Machine	10.97%	15.35%	14.45%
Baseball	10.66%	9.35%	9.93%
Football	10.23%	14.36%	13.92%
Golf	9.71%	11.21%	10.95%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Aerobics	9.53%	9.22%	9.05%
Mountain/Road Biking	9.41%	11.55%	11.34%
Hunting	8.25%	9.32%	10%
Volleyball	7.97%	10.97%	10.48%
Target Shooting	7.42%	7.56%	8.13%
Backpacking/Hiking	6.87%	11.49%	11.07%
Softball	6.46%	6.34%	6.52%
Power Boating	6.22%	7.01%	6.84%
Yoga	6.07%	5.68%	5.68%
Saltwater Fishing	6.03%	6.33%	6.58%
Tennis	5.8%	6%	6.06%
Canoeing/Kayaking	5.36%	5.53%	5.61%
Soccer	5.27%	7.32%	7.17%
Motorcycling	4.74%	4.98%	5.19%



# 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	4.72%	4.57%	4.7%
Ice Skating	4.54%	4.12%	4.08%
Horseback Riding	4.52%	4.62%	5.02%
Fly Fishing	4.04%	4%	4.24%
Snorkeling	3.69%	3.58%	3.74%
Archery	3.58%	3.84%	4.17%
Jet Skiing	3.48%	3.45%	3.6%
Water Skiing	3.34%	3.94%	4%
Racquetball	3.19%	2.88%	3.03%
Downhill & X-Country Skiing	3.09%	3.25%	3.32%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowmobiling	3.06%	2.99%	3.05%
Hockey	2.8%	2.72%	2.83%
Skateboarding	2.77%	2.68%	2.8%
Snowboarding	2.73%	2.55%	2.65%
Auto Racing	2.7%	2.65%	2.82%
Rock Climbing	2.58%	2.62%	2.8%
Sailing	2.43%	2.54%	2.6%
Martial Arts	2.21%	4.22%	4.13%
Surfing & Windsurfing	1.9%	1.94%	2.04%
Rowing	1.85%	1.82%	1.96%

## Potential Cultural Barriers -- Introduction (part 1)

Most community barriers are related to some aspect of culture that stand in the way of some segments of society having the understanding or acceptance necessary to come to faith in Jesus Christ. These barriers inhibit the flow of the gospel within a people grouping. Other types of barriers include biblical barriers and ecclesial barriers.

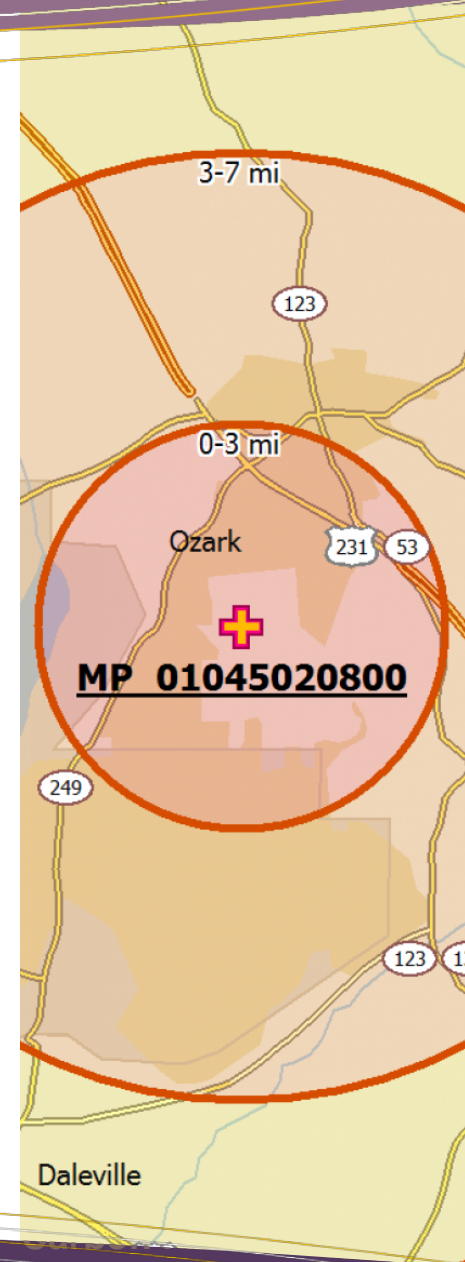
### BIBLICAL BARRIERS

The term Biblical barriers, is used to describe aspects of biblical truth that are offensive to the community. Biblical barriers can be divided into two types: 1) barriers based on clear, biblical teaching; 2) barriers based on the cultural application of biblical principles. Barriers caused by clear, biblical teaching cannot be eliminated without compromising the truth of scripture. Application barriers should be re-evaluated in light of the culture of the people group to verify that the application is transcultural instead of culture-specific.

### ECCLESIAL BARRIERS

Ecclesial barriers are barriers that arise from the perceptions that people outside the church have of the church, its people, its programming, and its leadership. In a classic study of the attitudes of the unchurched, people were asked: "What keeps people like you from considering the Christian faith?" Approximately 75 percent of unchurched people answered the question by referring to an ecclesial barrier. "They resist becoming Christians because they 'don't want to become like church people'"[i]

[i] Hunter, George G., Jr. Church for the Unchurched. (Smyrna: Abingdon Press, 1996), 59.



## Potential Cultural Barriers -- Introduction (part 2)

### CULTURAL BARRIERS OF UNDERSTANDING

Cultural barriers may impede either understanding or acceptance. Cultural barriers of understanding occur because of problems with the communication of the message. Often people do not understand the gospel when it is presented to them.

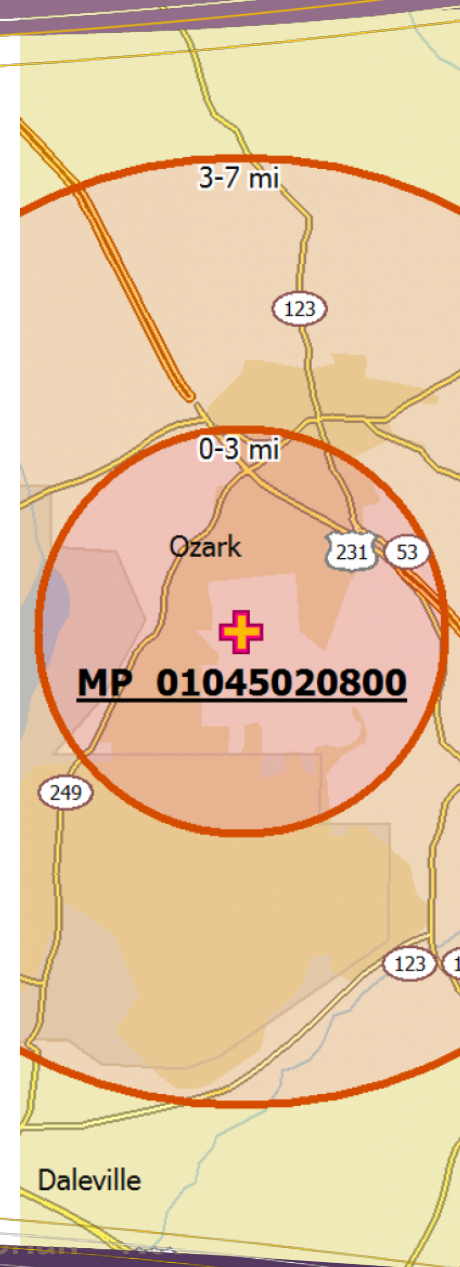
### CULTURAL BARRIERS OF ACCEPTANCE

#### Christian Subculture

Cultural barriers of acceptance occur because of a variety of problems, including those related to the Christian sub-culture as well as the culture of the hearer. Sometimes unchurched people have understood that they must adopt the evangelical Christian subculture in order to come to faith -- and become like "church people" -- including dressing like them, participating in all of the church functions and activities, passively following church leadership, not questioning aspects of Christian faith and beliefs, and ignoring the poor and minorities.

#### Unreached People Group

Sometimes cultural aspects from within the unchurched people group -- currently held values, attitudes & behaviors are seen as antithetical to Christianity, which inhibits them from coming to faith. Some aspects of culture may be redeemed for God's glory and used to please him. Other cultural aspects are so perverted by sin that they cannot be used without syncretizing. In order to identify cultural barriers of acceptance, missional congregations develop relationships within the cultural group and seek to understand who they are and what an indigenous church would look like among them in order to eliminate unnecessary barriers that have been identified that the missionary should consider in reaching out to the lifestyle segments in this site location.



# Potential Cultural Barriers:

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

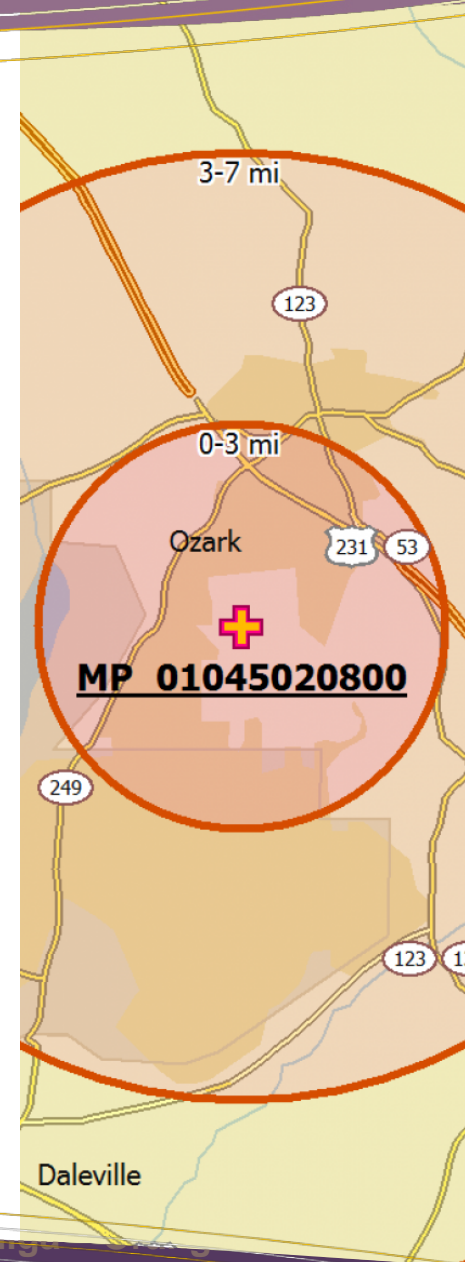
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	55%	54%
Speak My Mind Even If It Upsets People	38%	40%	39%
Like Control Over People And Resources	36%	34%	34%
Find It Difficult To Say No To My Kids	36%	36%	37%
Woman's Place Is In The Home	35%	34%	34%
Don't Judge People/Way They Live Life	30%	29%	29%
Like To Do Unconventional Things	29%	30%	30%
Too Much Sponsorship In Arts/Sports	27%	27%	27%
Prefer To Have Few Possessions As Possible	27%	27%	26%
If Won Lottery Would Never Work Again	25%	26%	25%
Money Is Best Measure Of Success	24%	25%	25%
Like to Stand Out In A Crowd	22%	21%	21%

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

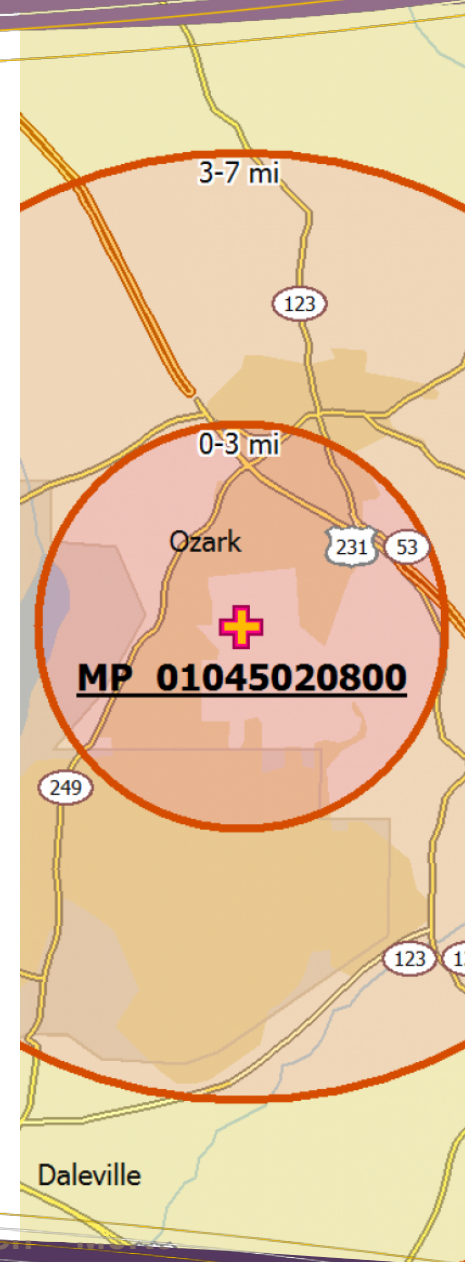
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	56%	59%	59%
You Should Seize Opportunities In Life	56%	55%	55%
Like To Understand About Nature	37%	36%	36%
Prefer Work Part Of Team Than Alone	35%	38%	37%
Important To Juggle Various Tasks	33%	32%	32%
Important Feel Respected By My Peers	32%	32%	32%
Good At Fixing Things	29%	33%	31%
Prefer To Have Few Possessions As Possible	27%	27%	26%
Have Keen Sense Of Adventure	26%	24%	24%
People Have To Take Me As They Find Me	22%	27%	26%
Consider Myself Interested In The Arts	22%	22%	21%
Like To Just Enjoy Life	20%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Looking for New Ideas To Improve Home	19%	20%	19%
Real Men Don't Cry	18%	25%	23%
Provide My Kids With The Little Extras	17%	17%	17%
Try Not To Worry About The Future	15%	13%	13%
Worried About Pollution Caused By Cars	15%	16%	17%
Is An Important Part Of Who I Am	15%	17%	17%
Enjoy Spending Time With My Fam.	13%	11%	12%
Children Should Be Allowed To Express Themselves	7%	6%	6%
Feel Very Alone In The World	6%	5%	5%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	4%	3%	3%
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	86.39%	85.25%	85.55%
Restaurant-Visit Any			
Fam. Restaurants/Steak	79.19%	82.88%	82.25%
Houses-Visit Any			
McDonald's	56%	59.03%	58.28%
Burger King	39.19%	38.93%	39.06%
Kentucky Fried Chicken (KFC)	33.8%	28.29%	28.99%
Subway	32.33%	28.5%	28.74%
Wendy's	31.14%	27.13%	27.7%
Taco Bell	29.64%	32.15%	31.48%
Applebee's	29.06%	31.86%	31.08%
Pizza Hut	24.43%	26.31%	25.94%
Arby's	23.69%	23.16%	22.72%
Olive Garden	20.39%	18.85%	18.61%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	20.27%	18.43%	18.21%
Red Lobster	18.55%	16.25%	16.02%
Sonic	17.08%	20.23%	19.81%
Domino's Pizza	16.17%	21.68%	20.35%
Cracker Barrel	15.65%	15.52%	15.5%
Golden Corral	14.52%	15.34%	14.97%
Outback Steakhouse	13.78%	13.15%	13.04%
Chick-Fil-A	13.75%	11.3%	11.59%
Hardee's	13.69%	11.77%	12.02%
IHOP (International House Of Pancakes)	13.64%	16.13%	15.4%
Popeyes	13.35%	13.23%	12.42%
Denny's	13.26%	15.58%	14.55%

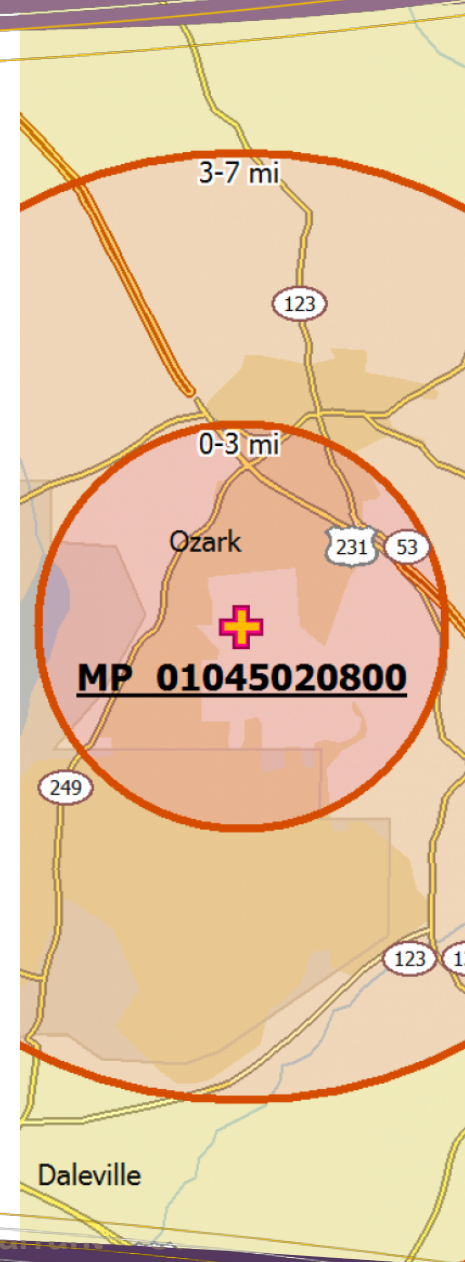


## Potential Shared Projects

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

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

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

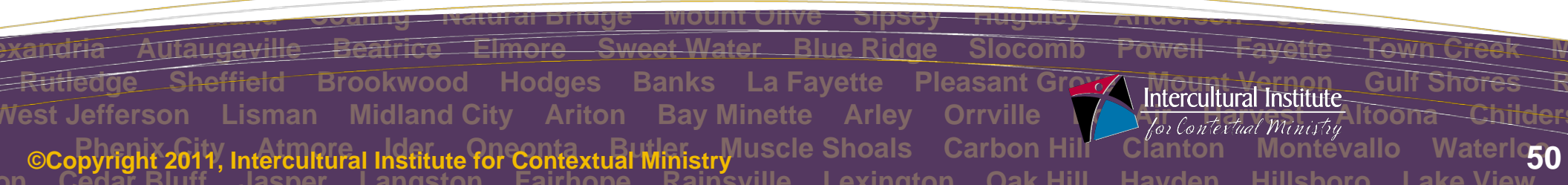


# Potential Shared Projects

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

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	42.25%	43.47%	42.67%
Recycled products	27.73%	31.02%	30.17%
Worked as volunteer (non political)	13.85%	17.87%	17.04%
Engaged in fund raising	10.28%	13.03%	12.57%
Religious club member	7.1%	8.18%	8.03%
Church Board	5.22%	5.93%	5.77%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.02%	7.64%	7.11%
Took active part in local civic issue	4.83%	6.19%	5.77%
Wrote to elected offcl about publ bus	4.82%	4.84%	4.8%
Union member	4.49%	7.43%	6.85%
Charitable Organization	4.45%	5.73%	5.48%
Fraternal order member	4.09%	3.83%	3.83%





# 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	13.37%	17.09%	16.58%
Children's Books	11.98%	11.59%	11.76%
Mystery	9.69%	9.34%	9.56%
Cookbooks	9.3%	8.76%	8.92%
Religious (not Bibles)	8.87%	8.06%	8.33%
Romance	6.45%	7.85%	7.79%
History	5.68%	6.36%	6.3%
Biography	5.25%	5.85%	5.8%
Personal/Business	5.24%	4.87%	4.96%
Self-help			

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	64.85%	67.39%	65.99%
Gen. Editorial	49.16%	50.13%	49.04%
Womens	41.96%	44.8%	43.88%
Service	32.29%	35.58%	34.94%
Mens	18.76%	19.16%	18.84%
Business/Finance	15.91%	17.05%	16.48%
Music	14.99%	12.27%	12.55%
Sports	14.02%	15.94%	15.36%
Parenthood	14.01%	14.98%	14.75%

# 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	50.95%	56.56%	55.52%
Classified	34.7%	34.46%	34.74%
Sport	30.23%	29.43%	29.28%
Editorial Page	27.87%	29.51%	29.2%
Comics	25.75%	27.59%	27.14%
Business/Finance	24.04%	24.7%	24.14%
Movie Listings & Reviews	23.19%	26.99%	26%
TV/Radio Listings	23.07%	23.89%	23.28%
Food/Cooking	22.85%	23.7%	23.28%
Home/Gardening	18.52%	19.69%	19.27%
Travel	15.82%	18.59%	17.81%
Science/Technology	14.32%	16.26%	15.65%
Fashion	13.56%	15.13%	14.75%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	24.99%	18.64%	18.61%
Country	19.78%	25.63%	25.58%
CHR Contemp Hit Radio	16.36%	14.39%	14.93%
Adult Contemporary	14.16%	15.53%	15.42%
Oldies	10.02%	9.5%	9.49%
Rock	9.67%	9.92%	9.92%
Variety	7.96%	6.39%	6.55%
News/Talk	7.87%	8.65%	8.44%
Classic Rock	7.39%	8.78%	8.8%
Alternative	6.86%	6.39%	6.51%
Jazz	6.52%	4.8%	4.66%
Gospel	5.71%	4.08%	4.27%
Religious	5.38%	6.93%	6.82%
Soft Contemporary	4.75%	4.38%	4.51%
All News	4.07%	3.6%	3.6%
Classic Hits	2.89%	3.27%	3.34%
All Talk	2.79%	2.89%	2.91%
Sports	2.61%	2.47%	2.49%

# 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	61.59%	62.3%	61.94%
Satellite Dish	51.75%	48.06%	48.64%
Soapnet	51.17%	53.03%	52.16%
Other Video-On-Demand	45.83%	39.85%	39.87%
Sci-Fi Channel	35.45%	37.97%	37.27%
MSNBC	35.28%	36.95%	35.94%
Adult Pay Per View TV	31.91%	28.81%	29.12%
Nickelodeon	29.07%	26.64%	27.16%
Subscribe Digital Cable	28.63%	35.7%	33.89%
TV Info From Sunday TV Magazine	28.21%	32.73%	31.77%
TV Info From Newspapers	25.86%	23.46%	23.66%
Comedy Central	25.75%	26.19%	25.3%

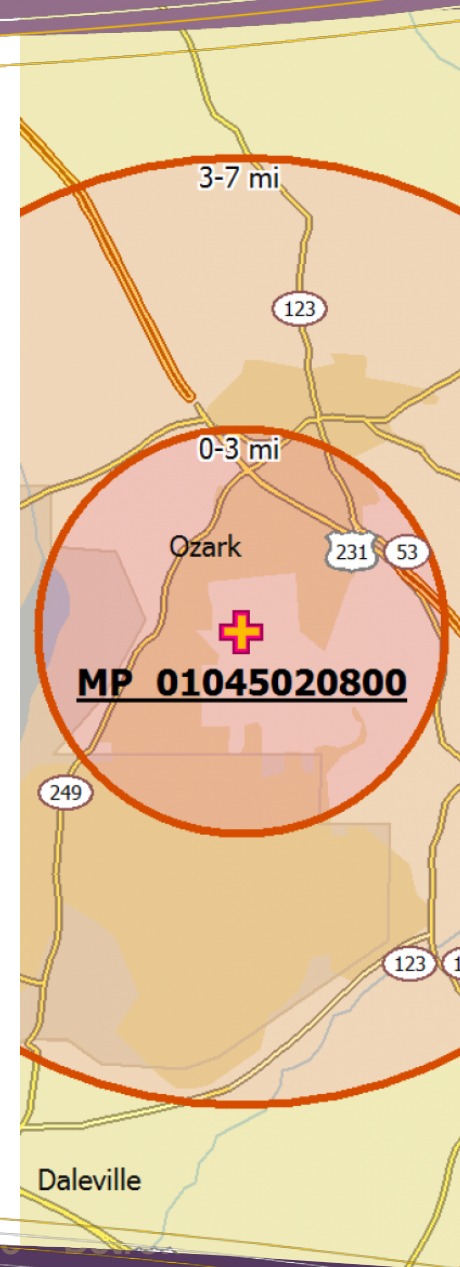
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	25.3%	26.71%	26.09%
BET (Black Entertainment TV)	24.31%	22.74%	22.38%
Nick At Nite	23.92%	24.86%	24.69%
TV Info From Monthly Cable Guide	23.67%	21.07%	21.42%
USA Network	23.03%	25.28%	24.36%
Hallmark Channel	22.6%	22.56%	22.39%
Adult Swim	22.54%	27.27%	26.33%
The Golf Channel	21.3%	20.15%	19.7%
TV Info From Other	21.07%	18.38%	18.51%
Lifetime	21.02%	20.93%	20.58%
ABC Fam.	20.88%	22.18%	21.59%
ESPN2	20.14%	19.03%	18.8%

## Communication Media Usage

It is not enough to understand the type of media that your intended audience uses. It may also be helpful to understand the extent to which people in your site location use various media types and when they use the media. Media usage is generally measured by frequency or extent. Time usage is measured in blocks of day, night and weekend usage.

Taken together, media content, media usage, and time usage may be combined with demographics, lifestyles, and consumer behavior to paint a picture of who does what and when at the site location.

Each of these components may help you to begin planning a comprehensive media strategy. Combining media with the cultural bridges, barriers, and themes mentioned on pages 37-46 will enable you to deliver targeted messages to your intended audience at times when they are apt to listen.



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	16.58%	16.65%	16.8%
Medium Users (4-6)	8.92%	12.41%	11.77%
Light Users (1-3)	18.12%	19.36%	19.45%
Quintiles (20%)			
Newspaper I (Heavy)	1.47%	1.14%	1.27%
Newspaper II	1.47%	1.96%	1.87%
Newspaper III	1.98%	1.88%	1.99%
Newspaper IV	0.62%	0.48%	0.48%
Newspaper V (Light)	1.36%	1.34%	1.29%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.35%	19.29%	19.57%
Magazines II	9.31%	8.62%	8.96%
Magazines III	10.82%	9.95%	10.15%
Magazines IV	12.89%	12.18%	12.3%
Magazines V (Light)	0.6%	0.42%	0.46%
Outdoor I (Heavy)	7.41%	6.05%	6.11%
Outdoor II	4.18%	3.12%	3.17%
Outdoor III	4.49%	3.31%	3.43%
Outdoor IV	16.72%	14.99%	15.56%
Outdoor V (Light)	24.73%	27.51%	26.49%
Yellow Pages I (Heavy)	16.44%	17.52%	17.15%
Yellow Pages II	6.74%	5.35%	5.54%
Yellow Pages III	8.77%	6.31%	6.33%
Yellow Pages IV	24.8%	26.47%	26.15%
Yellow Pages V (Light)	4.67%	6.17%	5.77%



# 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)	2.69%	2.5%	2.62%
Drive Time III (Medium)	0.89%	0.67%	0.73%
Radio IV & V (Light)	2.57%	2.26%	2.43%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.74%	11.02%	10.97%
Radio III (Medium)	4.14%	3.75%	3.94%
Radio IV & V (Light)	4.28%	3.17%	3.29%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.97%	17.48%	16.56%
Cable III (Medium)	5.1%	4.21%	4.42%
Cable IV & V (Light)	37.16%	35.92%	35.09%

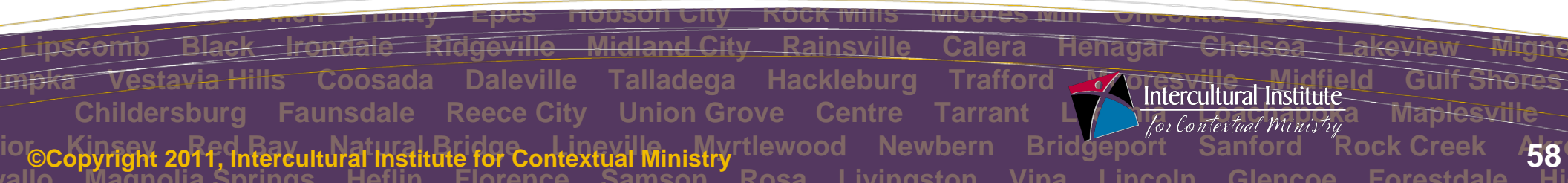
MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.92%	3.54%	3.61%
Prime Time III (Medium)	1.69%	1.62%	1.64%
Prime Time IV & V (Light)	9.82%	9.56%	9.86%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	38.33%	37.47%	37.85%
Fringe III (Medium)	56.35%	59.35%	58.56%
Fringe IV (Light)	57.03%	56.79%	56.89%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	14.81%	15.56%	15.29%
All Day III (Medium)	25.18%	23.86%	24.17%
All Day IV (Light)	17.52%	17.27%	16.69%

# 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]	10.56%	10.13%	10.11%
6:00am - 10:00am	13.77%	12.96%	12.66%
10:00am - 3:00pm	9.35%	6.92%	6.92%
3:00pm - 7:00pm	15.61%	17.67%	17.17%
7:00pm - Midnight	12.12%	12.39%	11.88%
Midnight - 6:00am	6.91%	5.42%	5.34%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.6%	13.72%	13.78%
6:00am - 10:00am	3.1%	3.17%	3.17%
10:00am-3:00pm	4.21%	4.17%	4.12%
3:00pm - 7:00pm	7.05%	7.15%	6.94%
7:00pm - Midnight	9.64%	8.21%	8.36%
Midnight - 6:00am	12.9%	10.75%	10.52%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.45%	6.63%	6.59%
Saturday: 8:00-11:00pm	9.11%	7.95%	8.1%
Sunday: 7:00-11:00pm	9.51%	9.01%	8.99%
9:00am-1:00pm	23.92%	24.86%	24.69%
9:00am-4:00pm	27.13%	27.72%	27.72%
4:00pm-7:00pm	28.24%	27%	26.83%
11:00pm-1:00am	45.16%	44.57%	43.39%
AVG Prime time	4.17%	3.05%	3.04%
Mon-Sun			



# Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	15.96%	15.4%	15.27%
7-9am	20.14%	19.03%	18.8%
9am-12noon	18.52%	20.53%	20.22%
12noon-4pm	8.61%	7.19%	7.5%
4-6pm	43.72%	41.3%	41.24%
6-7pm	17.81%	19.75%	19.63%
7-7:30pm	1.4%	1.17%	1.22%
7:30-8pm	11.34%	12.55%	12.1%
8-11pm	7.45%	6.63%	6.59%
11pm-12am	35.28%	36.95%	35.94%
11pm-1am	45.16%	44.57%	43.39%
1-6am	29.38%	29.12%	28.51%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.74%	15.46%	15.47%
Sat: 10am-1pm	8.92%	6.99%	7.15%
Sat: 1-4pm	24.84%	22.43%	22.57%
Sat: 4-6pm	6.75%	6.43%	6.41%
Sat: 6-7pm	1.5%	1.38%	1.39%
Sat: 7-8pm	0.72%	0.65%	0.76%
Sat: 8-11pm	9.11%	7.95%	8.1%
Sat: 11pm-1am	5.6%	4.42%	4.55%
Sat: 1am-7pm	23.03%	25.28%	24.36%
Sun: 7-10am	2.04%	1.83%	2.02%
Sun: 10am-1pm	5.77%	5.72%	5.91%
Sun: 1-4pm	5.54%	4.79%	5.14%
Sun: 4-7pm	13.05%	11.94%	11.97%
Sun: 7-11pm	9.51%	9.01%	8.99%
Sun: 11pm-1am	5.11%	3.88%	3.94%
Sun: 1-7am	20.94%	19.19%	19.24%

# 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?

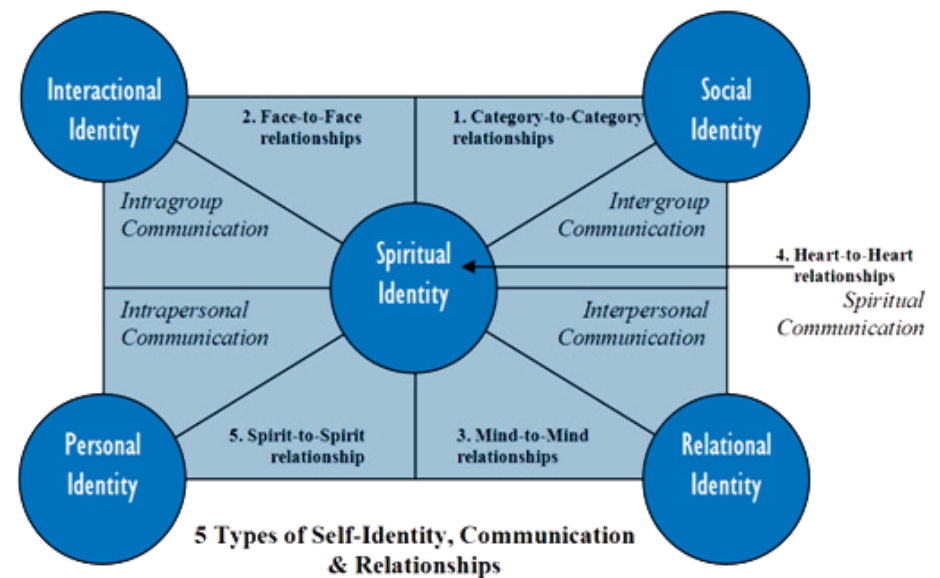


# Establishing Redemptive Relationships

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.

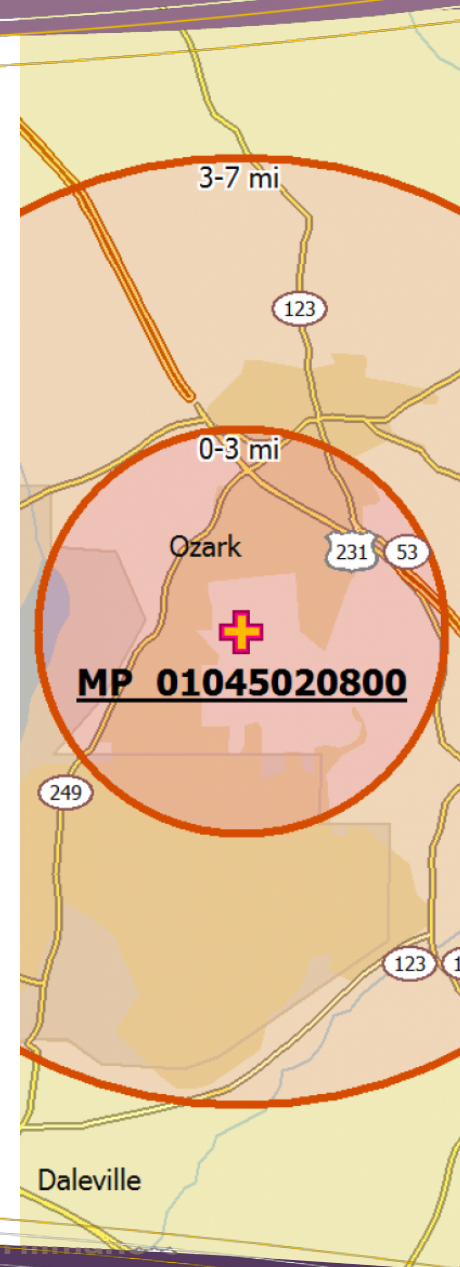


## Your MissionSite and the Missional Suite

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](http://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)



Reform Loachapoka Rainbow City Gurley Glencoe Heflin Pinckard Sanford Centre Geneva Coaling  
Walnut Grove Pine Apple Clio Twin Malvern Greenville Louisville Hoover Sumiton Grant Syl  
Northport Lockhart Attalla Jacksonville Ladonia Colony Falkville Gordo Pike Road Columbia G  
Skyline Baileyton Aliceville Chickasaw Blountsville Rosa Bessemer Gordo Pike Road Columbia G  
Moundville Clanton Hackleburg County Line Libertyville Banks Magnolia Springs Coffeeyville Geige



# 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	Ridgecrest	1971 Deese Rd Ozark, AL 36360	0.85 mi	138	Growing
2	Camp Ground	3898 Andrews Ave Ozark, AL 36360	1.06 mi	117	Declining
3	Ozark	282 S Union Ave Ozark, AL 36360	2.18 mi	324	Declining
4	Hillcrest	246 Church Ave Ozark, AL 36360	3.05 mi	93	Declining
5	Southside	902 S Hwy 123 Ozark, AL 36360	3.12 mi	510	Declining
6	Logan Road	3955 Will Logan Rd Ozark, AL 36360	3.45 mi	51	Growing
7	Rocky Mount	11 Pineway Drive Daleville, AL 36322	4.80 mi	33	Declining
8	Pleasant Grove	1124 County Road 11 Ozark, AL 36360	6.02 mi	198	Plateauing
9	Post Oak	4108 North Union Avenue Ozark, AL 36360	6.33 mi	110	Declining
10	Chalkhead	495 County Road 35 Ozark, AL 36360	6.71 mi	127	Plateauing
11	Newton	PO Box 97 Newton, AL 36352	7.70 mi	93	Declining
12	Ebenezer	6033 W County Road 36 Ozark, AL 36360	7.97 mi	23	Declining
13	Korean First	4922 Rucker Blvd Enterprise, AL 36330	8.01 mi	161	Declining
14	Forest Hills	19 Price St Daleville, AL 36322	8.25 mi	60	Declining
15	Macedonia	4127 Rucker Blvd Enterprise, AL 36330	8.93 mi	128	Plateauing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Center Ridge	3573 N Highway 123 Ariton, AL 36311	9.04 mi	37	Plateauing
17	Daleville	100 Donnell Blvd Daleville, AL 36322	9.28 mi	184	Plateauing
18	Bethel	2291 County Road 31 Newton, AL 36352	9.54 mi	143	Declining
19	Cedar Grove	2797 County Road 14 Midland City, AL 36350	10.38 mi	64	Plateauing
20	Pinckard	PO Box 188 Pinckard, AL 36371	10.49 mi	66	Declining
21	Level Plains First	8189 County Road 1 Enterprise, AL 36330	10.66 mi	227	Declining
22	Open Door	1509 Rucker Blvd Enterprise, AL 36330	10.68 mi	155	Declining
23	Salem	5730 Shellfield Rd Enterprise, AL 36330	10.89 mi	103	Growing
24	Pleasant Ridge	5320 County Road 15 Ozark, AL 36360	11.00 mi	36	Growing
25	Vision	136 Old Highway 134 Daleville, AL 36322	11.09 mi	44	Growing
26	Rocky Head	1983 Highway 51 Ariton, AL 36311	11.48 mi	74	Plateauing
27	Mt. Enon	RR 1 Box 131 Midland City, AL 36350	11.60 mi	51	Growing
28	Ariton	PO Box 27 Ariton, AL 36311	12.25 mi	102	Declining
29	Midland City	PO Box 694 Midland City, AL 36350	12.44 mi	63	Declining
30	Morgan	2585 County Road 57 Skipperville, AL 36374	12.55 mi	44	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	The Church on the Circle	PO Box 311701 Enterprise, AL 36330	12.69 mi	29	Growing
32	Lee Street	630 E Lee St Enterprise, AL 36330	12.88 mi	155	Plateauing
33	Bethel	1107 E Park Ave Enterprise, AL 36330	12.97 mi	33	Growing
34	Hillcrest	500 Alberta St Enterprise, AL 36330	13.13 mi	950	Growing
35	Pilgrim Home	13534 W US Highway 84 Newton, AL 36352	13.24 mi	126	Growing
36	Eanon	1867 County Road 114 Jack, AL 36346	13.27 mi	24	Declining
37	Enterprise First	302 N Main St Enterprise, AL 36330	13.62 mi	826	Plateauing
38	Hispanic Mission	302 N Main St Enterprise, AL 36330	13.62 mi	44	Growing
39	Park Avenue	300 E Park Ave Enterprise, AL 36330	13.64 mi	101	Declining
40	Lighthouse Bible	101 Courtland Dr Enterprise, AL 36330	13.64 mi	47	Growing
41	Life Community Cell Church	224 S Main St Enterprise, AL 36330	13.64 mi	7	Plateauing
42	Calvary	1837 Highway 51 Enterprise, AL 36330	13.78 mi	85	Declining
43	Providence	10 Providence Ln Daleville, AL 36322	13.98 mi	141	Growing
44	Mt. Pisgah	3286 County Rd 83 Newville, AL 36353	14.15 mi	41	Declining
45	County Line	1000 Highway 92 Enterprise, AL 36330	14.19 mi	88	Plateauing



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

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**State Board of Missions**

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

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

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