

# MissionSite

top unreached locations



FORT RUCKER, AL

CENSUS TRACT: 01045021000

REGION: Southeastern Region

ASSOCIATION: Dale

DISTRICT: 05: Southeast River District

COUNTY: Dale

SITESCAPE: Townscape

DENSITY PATTERN: K

**iMultiply**  
CONGREGATIONAL  
REPRODUCTION

In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*



Alabama Baptist Convention  
State Board of Missions

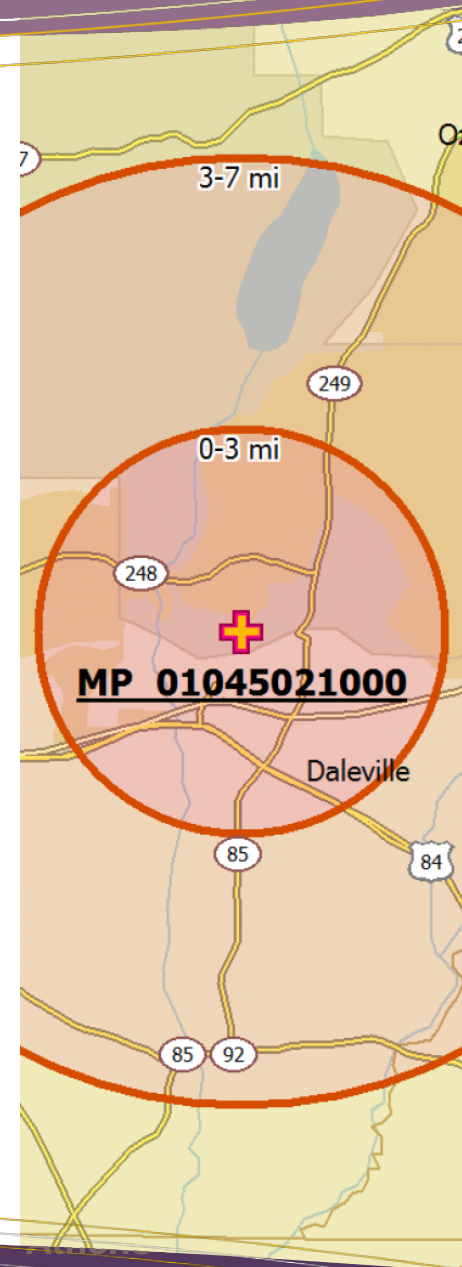
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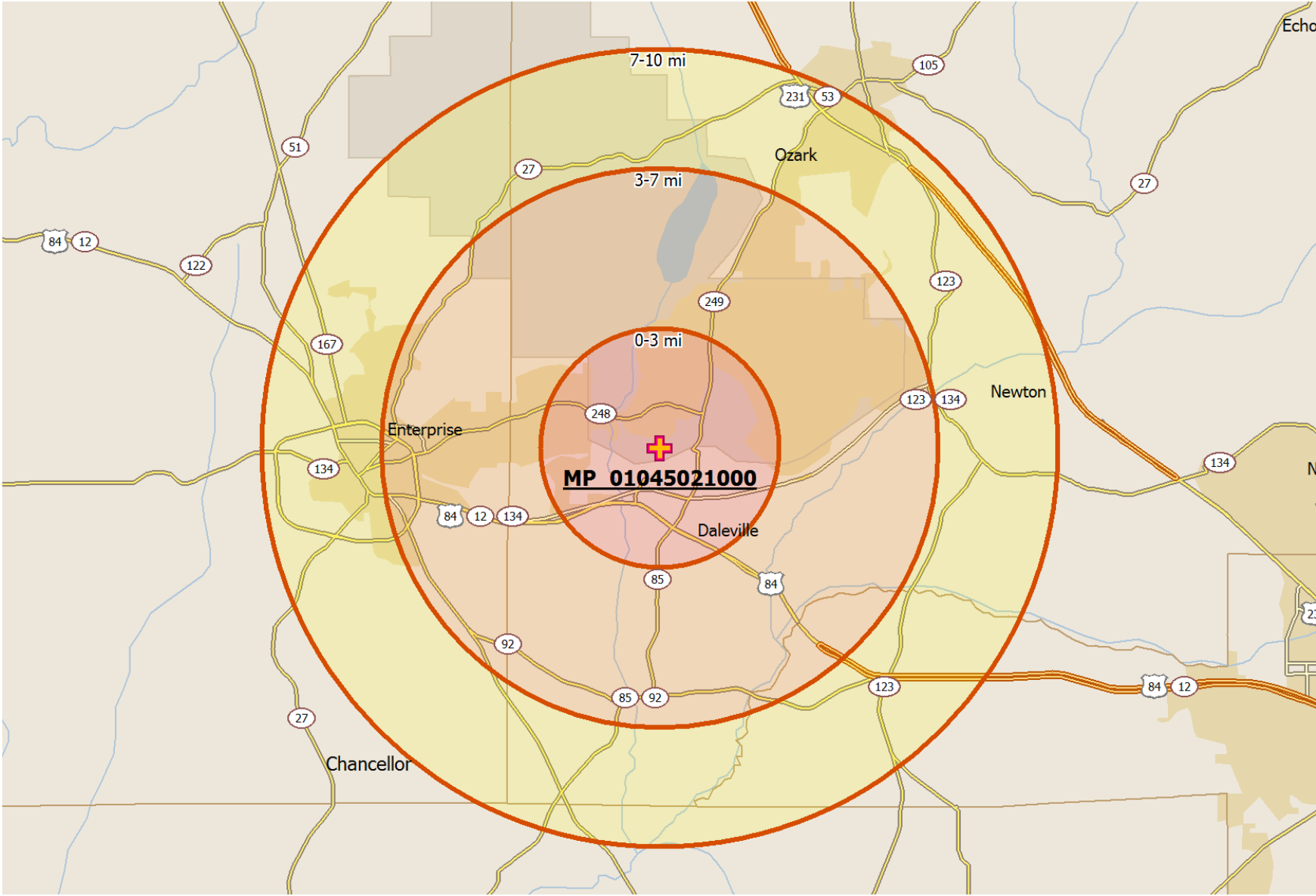
## Site Location Summary

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 0-3 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	36362	Dale
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



# Site Location Summary - Map of the Site Location



# Site Location Summary - Urbanicity

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

RURAL / URBAN	COD	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	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	70	Micropolitan high commuting: No additional code
7 ERS RUCA Commuting Value	5	Micropolitan high commuting: primary flow 30% or more to a 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	9,322	19,837	31,601
2010 Households	3,028	8,236	13,295
2010 Group Quarters Population	1,198	25	601

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	26	22	25
Language Diversity National Index	57	39	23
Foreign Born Diversity National Index	56	50	44
Ancestry Diversity National Index	34	39	33
Racial Diversity National Index	59	56	46

# Site Location Summary - County Environment

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

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

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

# 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	85	2.81%
Mainstay Communities	Established, Diverse Households	53	1.75%
Working Communities	Blue-collar, Working Families	382	12.62%
Country Communities	Rural, Agri. & Mining Families	115	3.8%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,621	53.53%
Urban Communities	High Density, Inner-city Neighborhoods	773	25.53%





# 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	1,917	15.12%
Unreached %	64.04%	63.31%	98.87
Religious But NOT Evangelical HH	3,124	434	13.91%
Religious But NOT Evangelical %	15.78%	14.35%	90.94
Spiritual But NOT Relig or Evang HH	1,700	114	6.71%
Spiritual But NOT Relig or Evang %	8.59%	3.77%	43.91
Not Evangelical, Not Interested HH	8,116	1,530	18.85%
Not Evangelical, Not Interested %	40.99%	50.53%	123.27



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	39	3	7.69%
Active ALSBOM Attenders	3,891	405	10.41%
Active Evangelical Households	4,018	627	15.62%
Active Evangelical Percent	20.29%	20.72%	102.11
Inactive Evangelical Households	3,102	484	15.61%
Inactive Evangelical Percent	15.67%	15.99%	102.07
# 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.	WRSH AVG	IICM CGR
1	Forest Hills	2.64 mi	60	Declining
2	Korean First	2.73 mi	161	Declining
3	Daleville	3.00 mi	184	Plateauing
4	Macedonia	4.23 mi	128	Plateauing
5	Vision	4.75 mi	44	Growing
6	Logan Road	4.77 mi	51	Growing
7	Level Plains First	4.85 mi	227	Declining
8	Bethel	5.04 mi	143	Declining
9	Camp Ground	5.46 mi	117	Declining
10	Open Door	6.05 mi	155	Declining
11	Newton	6.40 mi	93	Declining
12	Ridgecrest	7.15 mi	138	Growing
13	Southside	7.40 mi	510	Declining
14	The Church on the Circle	7.58 mi	29	Growing
15	Providence	7.70 mi	141	Growing

	CHURCHES	DIST.	WRSH AVG	IICM CGR
16	Salem	7.94 mi	103	Growing
17	Bethel	7.98 mi	33	Growing
18	County Line	8.02 mi	88	Plateauing
19	Lee Street	8.38 mi	155	Plateauing
20	Ozark	8.49 mi	324	Declining
21	Park Avenue	8.78 mi	101	Declining
22	Hillcrest	8.83 mi	950	Growing
23	Hillcrest	8.87 mi	93	Declining
24	Pilgrim Home	8.89 mi	126	Growing
25	Life Community Cell Church	8.97 mi	7	Plateauing
26	Lighthouse Bible	9.03 mi	47	Growing
27	Enterprise First	9.05 mi	826	Plateauing
28	Hispanic Mission	9.05 mi	44	Growing
29	Pinckard	9.47 mi	66	Declining
30	Midway	9.48 mi	19	Plateauing



# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

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

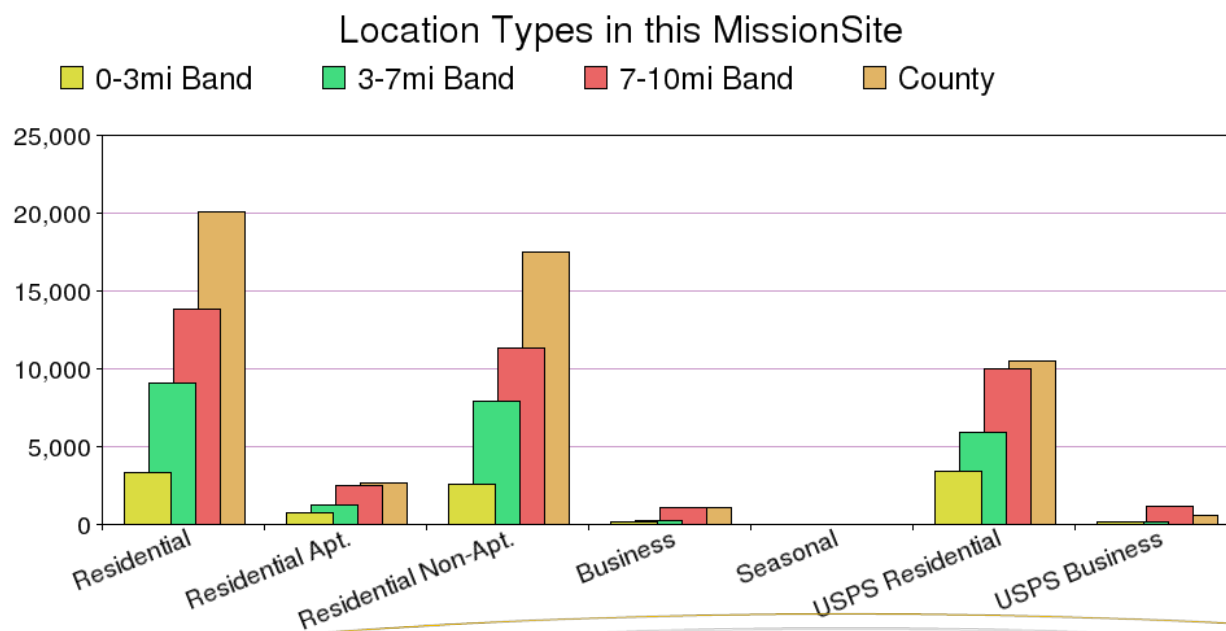


# Current Demographic Summary

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

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	49,633	11,399	22.97%
2000 Population	49,129	9,392	19.12%
2010 Population	48,089	9,322	19.38%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	17,574	3,099	17.63%
2000 Households	18,878	2,866	15.18%
2010 Households	19,799	3,028	15.29%



Location Type	0-3mi Band
Residential	3,364
Residential Apt.	786
Residential Non-Apt.	2,578
Business	201
Seasonal	0
USPS Residential	3,416
USPS Business	135

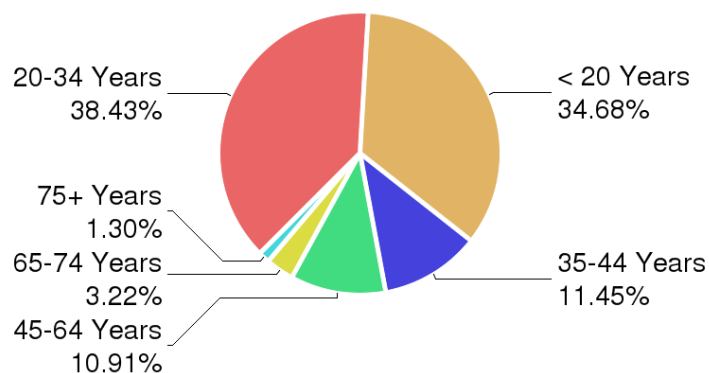
# Current Demographic Summary

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%	11.05%	170.52
4-5 Years	2.93%	4.11%	140.27
6-8 Years	4.24%	5.57%	131.37
9-11 Years	4.03%	4.47%	110.92
12-13 Years	2.6%	2.44%	93.85
14-17 Years	5.08%	4.37%	86.02
18-19 Years	2.5%	2.67%	106.8
0-5 Years	9.41%	15.16%	161.11
6-12 Years	9.57%	11.3%	118.08
13-19 Years	8.87%	8.22%	92.67
< 20 Years	27.85%	34.68%	124.52
20-34 Years	22%	38.43%	174.68
35-44 Years	12.15%	11.45%	94.24
45-64 Years	24.23%	10.91%	45.03
65-74 Years	7.73%	3.22%	41.66
75+ Years	6.05%	1.3%	21.49
Median Age	35	28	79.81
Median Age (Male)	34	26	77.48
Median Age (Female)	37	28	77.34

Age Group Percentages



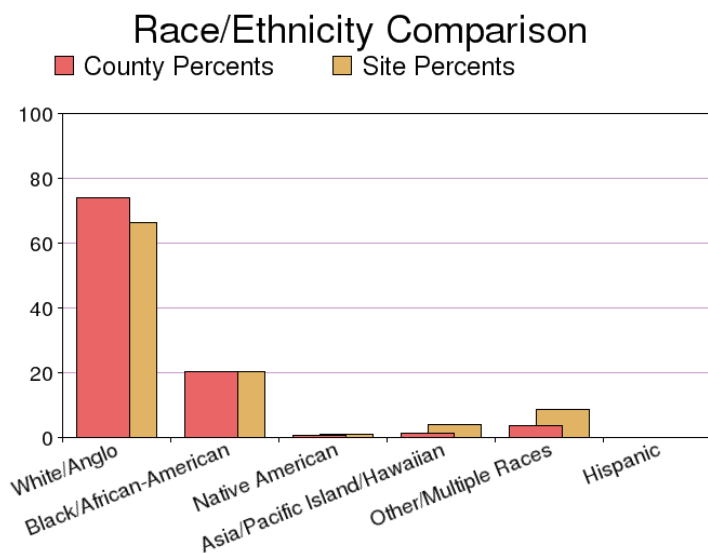


# Current Demographic Summary

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%	66.17%	89.43
Black, African-American	20.17%	20.29%	100.58
Native American	0.63%	0.89%	142.25
Asian	1.3%	3.15%	242.66
Pacific Island, Hawaiian	0.19%	0.72%	384.03
Other/Multiple Races	3.73%	8.8%	235.79
Hispanic	0%	12.59%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	31,464	5,061	
Less than 9th Grade	5.33%	1.76%	302.9
No High School Diploma	10.29%	4.31%	238.91
High School Graduate	31.5%	19.15%	164.52
Some College, no degree	26.2%	35.8%	73.17
Associate Degree	9.31%	13.38%	69.61
College Degree	11.88%	20.06%	59.22
Graduate/Prof. degree	5.5%	5.55%	98.97

# 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%	4.62%	62.7
\$10,000 to \$19,999	14.14%	13.84%	97.85
\$20,000 to \$29,999	10.92%	12.22%	111.9
\$30,000 to \$49,999	25.48%	32.66%	128.18
\$50,000 to \$59,999	9.85%	12.45%	126.41
\$60,000 to \$69,999	7.14%	5.32%	74.45
\$70,000 to \$79,999	5.96%	4.82%	80.83
\$80,000 to \$89,999	4.53%	4.1%	90.49
\$90,000 to \$99,999	2.84%	2.28%	80.28
\$100,000 to \$124,999	6.01%	5.55%	92.31
\$125,000 to \$149,999	2.5%	1.35%	54.27
\$150,000 to \$199,999	1.11%	0.03%	2.97
\$200,000 to \$249,999	0.26%	0%	0
\$250,000 or more	0.76%	0.69%	90.93
Median Household	42,502	41,590	97.85
Average Household	53,900	52,974	98.28
Per Capita Household	22,971	17,307	75.34
Family/Non-Family Household Income			
Median Family Income	48,670	43,944	90.29
Average Family Income	61,069	57,095	93.49
Median Non-Family Income	25,702	37,977	147.76
Average Non-Family Income	36,856	43,216	117.26

# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
<b>Family Households</b>			
			Index
% Family Households	70.39%	76.42%	108.56
Families with Children	34.88%	51.35%	147.23
Families without Children	35.51%	25.07%	70.58
<b>Non-Family Households</b>			
% Non-Family Households	29.61%	23.58%	79.64
Non-Families with Children	0.14	0.07	48.43
Non-Families without Children	29.47	23.51	79.79
<b>Housing Units</b>			
			Index
Total Housing Units	22,903	3,568	
Vacant percent	13.55%	15.13%	111.67
Owned percent	52.13%	20.52%	39.35%
Rented Percent	34.31%	64.35%	187.53
<b>Households by Size</b>			
			Index
Avg household size	2.34	2.68	114.53
Avg family hh size	2.87	3.15	109.76
Avg non-family hh size	1.10	1.16	105.45
<b>Households By Count of Persons</b>			
			Percent
One	4,958	598	12.06%
Two	7,506	957	12.75%
Three or Four	6,255	1,219	19.49%
Five+	1,080	254	23.52%

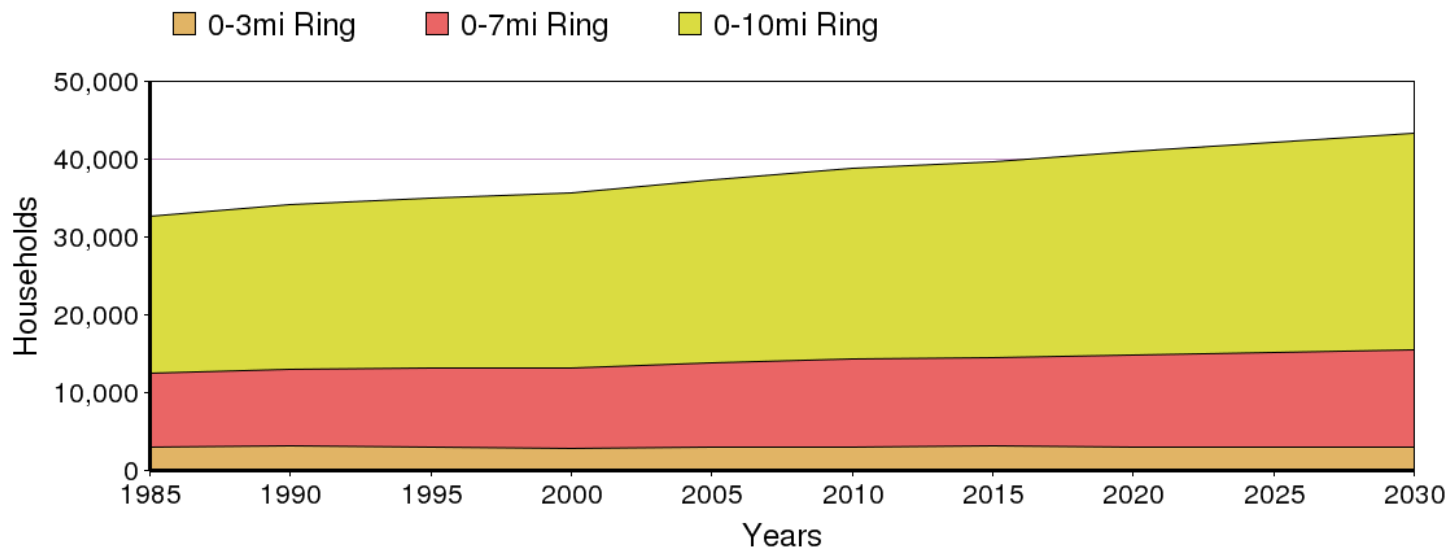
# Projected Demographic Summary

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	11,399	22.97%
2000 Population	49,129	9,392	19.12%
2010 Population	48,089	9,322	19.38%
2015 Population	47,792	9,301	19.46%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	17,574	3,099	17.63%
2000 Households	18,878	2,866	15.18%
2010 Households	19,799	3,028	15.29%
2015 Households	20,064	3,084	15.37%

Household Change from 1985 to 2030



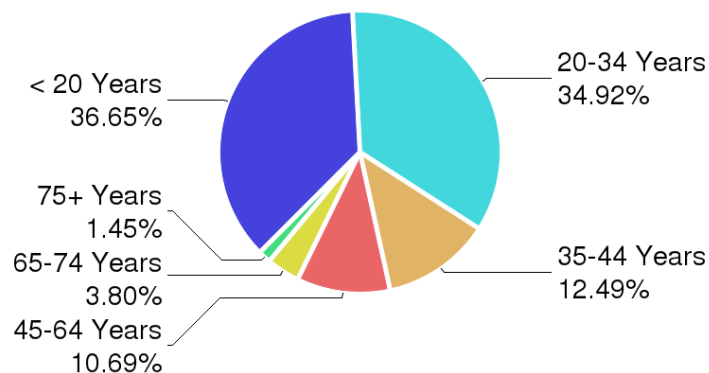
# Projected Demographic Summary

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	11.05%	11.56%	104.62
4-5 Years	4.11%	4.41%	107.3
6-8 Years	5.57%	6.06%	108.8
9-11 Years	4.47%	4.74%	106.04
12-13 Years	2.44%	2.66%	109.02
14-17 Years	4.37%	4.67%	106.86
18-19 Years	2.67%	2.56%	95.88
0-5 Years	15.16%	15.97%	105.34
6-12 Years	11.3%	12.16%	107.61
13-19 Years	8.22%	8.53%	103.77
< 20 Years	34.68%	36.66%	105.71
20-34 Years	38.43%	34.93%	90.89
35-44 Years	11.45%	12.49%	109.08
45-64 Years	10.91%	10.69%	97.98
65-74 Years	3.22%	3.8%	118.01
75+ Years	1.3%	1.45%	111.54
Median Age	35	27	75.71
Median Age (Male)	34	26	76.09
Median Age (Female)	37	27	74.37

Projected Age Group Percentages



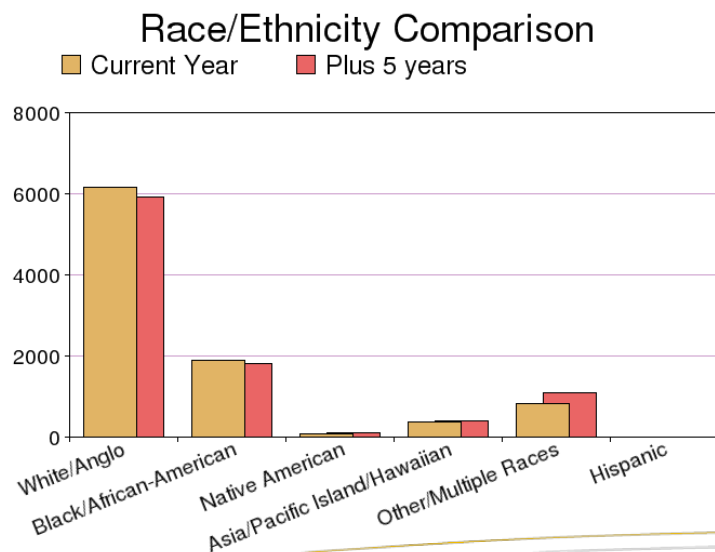
# Projected Demographic Summary

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	66.17%	63.62%	96.15
Black, African-American	20.29%	19.42%	95.72
Native American	0.89%	1.05%	118.34
Asian	3.15%	3.4%	107.73
Pacific Island, Hawaiian	0.72%	0.82%	113.69
Other/Multiple Races	8.8%	11.7%	132.98
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	5,061	4,967	
Less than 9th Grade	1.76%	1.39%	79
No High School Diploma	4.31%	3.56%	82.73
High School Graduate	19.15%	19.63%	102.52
Some College, no degree	35.8%	34.69%	96.89
Associate Degree	13.38%	13.67%	102.19
College Degree	20.06%	21.04%	104.9
Graduate/Prof. degree	5.55%	6.02%	108.42



# 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	4.62%	3.96%	85.56
\$10,000 to \$19,999	13.84%	13.04%	94.2
\$20,000 to \$29,999	12.22%	10.99%	89.96
\$30,000 to \$49,999	32.66%	31.91%	97.69
\$50,000 to \$59,999	12.45%	12.65%	101.57
\$60,000 to \$69,999	5.32%	5.29%	99.4
\$70,000 to \$79,999	4.82%	5.58%	102.89
\$80,000 to \$89,999	4.1%	4.9%	113.23
\$90,000 to \$99,999	2.28%	2.69%	118.11
\$100,000 to \$249,999	5.55%	6.61%	119.22
\$125,000 to \$149,999	1.35%	1.49%	110.16
\$150,000 to \$199,999	0.03%	0.03%	98.18
\$200,000 to \$249,999	0%	0%	0
\$250,000 or more	0.69%	0.75%	107.54
Median Household	41,590	43,884	105.52
Average Household	52,974	56,873	107.36
Per Capita Household	17,307	18,965	109.58
<b>Family/Non-Family Household Income</b>			
Median Family Income	43,944	46,065	104.83
Average Family Income	57,095	61,510	107.73
Median Non-Family Income	37,977	40,925	107.76
Average Non-Family Income	43,216	42,042	97.28

# 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	76.42%	75.36%	98.61
Families with Children	51.35	48.93	95.28
Families without Children	25.07	24.94	99.48
<b>Non-Family Households</b>			
% Non-Family Households	23.58%	24.64%	104.51
Non-Families with Children	0.07	0.06	104.51
Non-Families without Children	23.51	24.58	104.53
<b>Housing Units</b>			
Total Housing Units	3,568	3,622	101.51%
Vacant percent	15.13%	14.85%	98.14
Owned percent	20.52%	20.38%	99.32
Rented Percent	64.35%	64.77%	100.65
<b>Households by Size</b>			
Avg household size	2.68	2.63	98.13%
Avg family hh size	3.15	3.13	99.37%
Avg non-family hh size	1.16	1.09	93.97%
<b>Households By Count of Persons</b>			
One	598	620	103.68%
Two	957	1,013	105.85%
Three or Four	1,219	1,212	99.43%
Five+	254	239	94.09%



# 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	674	1,024	676
Northern Europe	28	86	29
Western Europe	157	353	189
Southern Europe	24	0	4
Eastern Europe	37	18	15
Other Europe	0	0	0
Eastern Asia	114	221	114
So. Central Asia	23	0	7
SE Asia	49	92	47
Western Asia	0	0	11
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	13
Middle Africa	2	0	0
Northern Africa	0	0	25
Southern Africa	0	0	0
Western Africa	2	0	4
Other Africa	0	0	0
Oceania	2	10	8
Caribbean	65	72	32
Central Amer.	154	116	147
South America	13	26	10
North America	4	30	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	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,969	18,012	24,642
Spanish	639	665	789
Other Indo-Euro language	416	509	374
French (incl. Patois, Cajun)	31	59	89
French Creole	0	0	0
Italian	32	32	12
Portuguese	0	0	0
German	253	337	249
Yiddish	0	0	0
Other West Germanic	0	1	1
A Scandinavian Language	0	39	15
Greek	4	0	0
Russian	11	33	1
Polish	9	1	0
Serbo-Croatian	0	0	0
Other Slavic Language	36	0	0
Armenian	0	0	0
Persian	10	0	0
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	13	0	5

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	17	7	0
Asian/PI languages	0	0	0
Chinese	50	22	22
Japanese	20	24	9
Korean	88	191	92
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	6	6	0
Laotian	0	0	0
Vietnamese	0	30	10
Other Asian	0	0	10
Tagalog	40	42	5
Other Pacific Is	4	0	0
Other languages	10	26	11
Navajo	5	0	0
Other Native N. American	0	0	0
Hungarian	0	7	0
Arabic	5	17	0
Hebrew	0	0	0
African languages	0	2	11
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	7,618	16,393	19,316
Arab	7	30	29
Armenian	0	0	0
Austrian	14	9	0
British	35	53	96
Canadian	17	12	45
Croatian	2	22	15
Czech	18	0	8
Czechoslovak	2	12	3
Danish	21	99	27
Dutch	38	157	205
English	402	1,167	1,873
European	67	143	288
Finnish	2	24	21
French (not Basque)	96	168	272
French Canadian	88	163	82
German	966	1,775	1,348
Greek	2	11	21
Hungarian	3	40	22
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	609	1,398	1,399
Italian	206	346	303
Lithuanian	8	3	0
Norwegian	87	127	111
Polish	103	264	168
Portuguese	17	38	13
Romanian	8	2	0
Russian	8	35	26
Scandinavian	8	12	8
Scotch-Irish	93	314	532
Scottish	136	253	390
Slovak	11	1	0
Subsaharan African	45	154	96
Swedish	29	89	72
Swiss	10	3	17
Ukrainian	9	30	29
US/American	1,300	3,216	4,669
Welsh	6	74	34
West Indian	48	52	11
Yugoslavian	2	0	0
Other	3,095	6,097	7,084

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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



# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

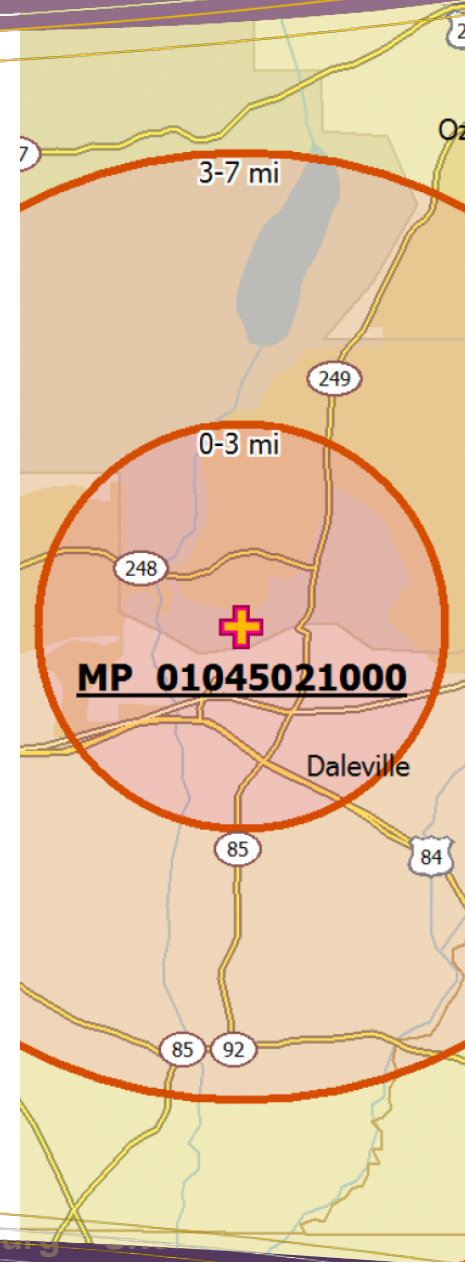
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



## Unreached Households by Lifestyle Segment

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

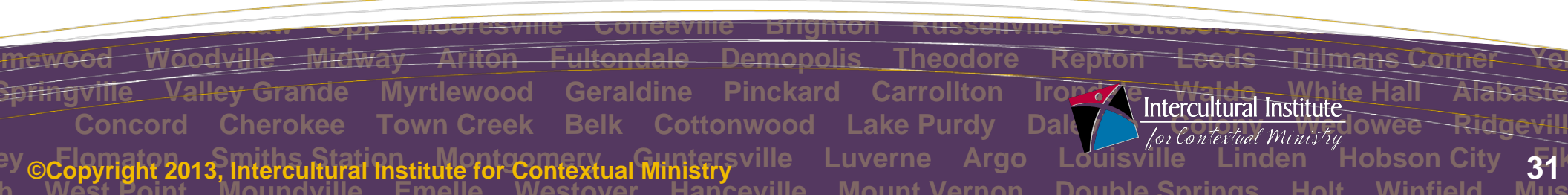
This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](http://MissionalContext.org). To create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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,028	100%	1,920	100%
<b>AFFLUENT SUBURBIA</b>	0	0%	0	0%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	0	0%	0	0%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	85	2.81%	57	2.97%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	85	2.81%	57	2.97%
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>	50	1.65%	34	1.77%
2nd City Homebodies	15	0.5%	11	0.57%
Prime Middle America	32	1.06%	21	1.09%
Urban Optimists	0	0%	0	0%
Family Convenience	3	0.1%	2	0.1%
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	3,028	100%	1,920	100%
<b>BLUE COLLAR BACKBONE</b>	86	2.84%	57	2.97%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	26	0.86%	16	0.83%
Lower Income Essentials	7	0.23%	5	0.26%
Small Town Endeavors	53	1.75%	36	1.88%
<b>AMER. DIVERSITY</b>	3	0.1%	2	0.1%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	3	0.1%	2	0.1%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	296	9.78%	202	10.52%
Steadfast Conservative	207	6.84%	142	7.4%
Moderate Conventionalists	81	2.68%	54	2.81%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	8	0.26%	6	0.31%



# 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	3,028	100%	1,920	100%
<b>REMOTE AMERICA</b>	41	1.35%	24	1.25%
Hardy Rural Fam.	4	0.13%	2	0.1%
Rural Southern Living	37	1.22%	22	1.15%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	112	3.7%	82	4.27%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	48	1.59%	36	1.88%
Stable Careers	64	2.11%	46	2.4%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	74	2.44%	43	2.24%
Industrious Country Living	12	0.4%	8	0.42%
America's Farmland	0	0%	0	0%
Comfy Country Living	45	1.49%	28	1.46%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	17	0.56%	7	0.36%

# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,028	100%	1,920	100%
<b>STRUGGLING SOCIETIES</b>	274	9.05%	186	9.69%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	274	9.05%	186	9.69%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	499	16.48%	351	18.28%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	244	8.06%	171	8.91%
Urban Diversity	178	5.88%	128	6.67%
New Generation Activists	77	2.54%	52	2.71%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	1,509	49.83%	882	45.94%
Military Family Life	1,509	49.83%	882	45.94%
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?

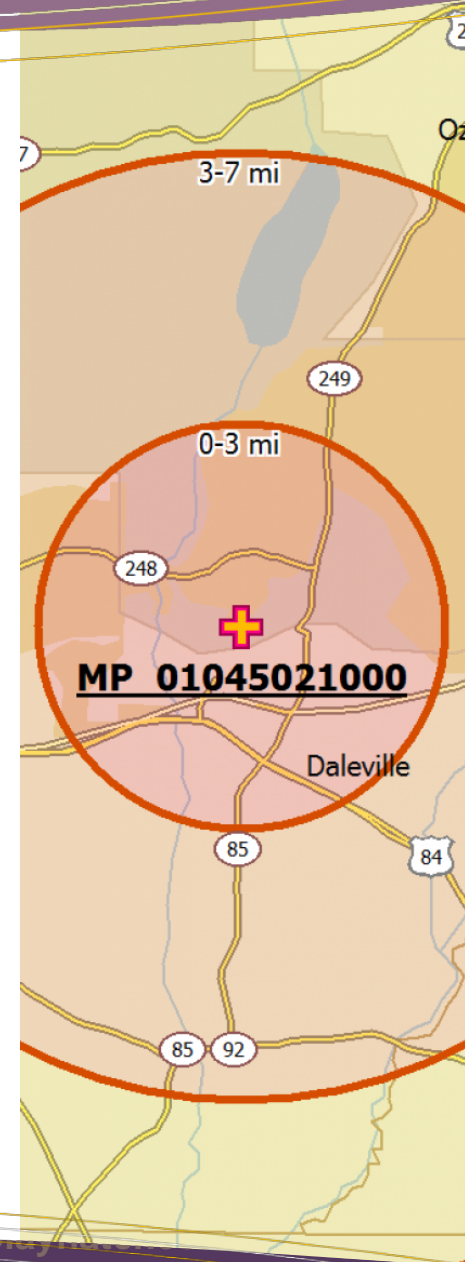
## Potential Cultural Bridges

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	81%	77%	75%
Use Comp. for Comp. Games	59%	44%	41%
HH Owns DVD Player	47%	34%	30%
Use Comp. for Education	47%	36%	33%
Use Comp. for Internet/E-mail	46%	55%	55%
Use Comp. for Digital Camera Photo Editing	45%	35%	32%
Internet Use: E-Mail	44%	47%	47%
Use Comp. for Word Processing	41%	39%	36%
Use Comp. for Shopping	35%	34%	33%
Internet Use: Banking	32%	28%	26%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	27%	30%	29%
HH Owns Video/Webcam	26%	15%	12%
Use Comp. for Accounting	23%	16%	14%
Use Comp. for News/Info./Data Service	23%	22%	21%
Internet Use: News/ Weather	22%	26%	26%
Internet Use: Shopping: Gathered Info. for Shopping	18%	14%	13%
Internet Use: Research/ Education	17%	13%	12%
Internet Use: Sports	16%	12%	10%
Internet Use: Shopping: Made A Purchase	15%	12%	11%
PC-Network-HH Has One	15%	17%	18%

# 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	80%	71%	69%
Reading Books	73%	58%	55%
Card Games	62%	47%	43%
Board Games	59%	41%	35%
Dining Out (Not Fast Food)	45%	53%	54%
Go To A Beach/Lake	40%	37%	35%
Cooking for Fun	38%	37%	36%
Bird Watching	29%	16%	13%
Playing Bingo	19%	10%	8%
Education Courses	17%	14%	13%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	71%	68%	68%
Gen./Fam. Practitioner	42%	42%	40%
Backache	37%	26%	24%
Hypertension/High Blood Pressure	36%	24%	22%
Eye Dr.	27%	22%	21%
Any Arthritis	24%	17%	17%
Overweight (30 Pounds Or More)	22%	16%	14%
Arthritis (Osteoarthritis)	22%	13%	12%
Nasal Allergies/Hay Fever	21%	13%	12%
Physical Therapist	19%	9%	6%

# 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	39.03%	29.92%	28.35%
Live Theater	34.86%	22.71%	20.89%
Live Theater Most Often	29.25%	18.86%	17.24%
Country Concerts Most Often	23.97%	11.24%	8.01%
Rock/Pop Concerts Most Often	11.35%	13.77%	14.39%
Dance Performance	10.35%	8.71%	8.87%
Movies: Comedy	50.52%	42.28%	41.29%
Movies: Action/Adventure	39.58%	39.29%	38.9%
Movies: Fam.	30.97%	23.06%	22.09%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	27.2%	21.53%	21.99%
Movies: Mystery	25.66%	18.83%	17.98%
Movies: Science Fiction	24.78%	15.78%	14.66%
Bowling	17.82%	6%	3.53%
MLB Baseball Reg. Season	6.03%	6.98%	6.52%
NFL Football Reg. Season	4.88%	5.97%	5.87%
NBA Basketball Reg. Season	3.53%	3.21%	3.23%
College Football Reg. Season	3.46%	5.63%	5.91%
NFL Football Post-Season	3.04%	1.94%	1.56%

# 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
Swimming	45.72%	35.84%	32.72%
Walking for Exercise	45.01%	41.04%	39.96%
Bowling	40.39%	26.38%	23.07%
Football	28.04%	15.35%	12.56%
Using Cardio Machine	25.42%	16.32%	14.06%
Jogging/Running	23.66%	16.57%	15.64%
Stationary Cycling	23.17%	14.75%	13.09%
Camping Trips	22.53%	18.56%	15.94%
Billiards/Pool	21.56%	20.12%	18.81%
Basketball	20.96%	16.56%	15.88%
Backpacking/Hiking	19.3%	12.43%	10.44%
Volleyball	19.04%	11.06%	9.46%
Weight Training	15%	14.8%	14.69%
Mountain/Road Biking	13.04%	12.24%	11.51%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Soccer	12.24%	8.34%	7.18%
Freshwater Fishing	9.44%	17.4%	16.88%
Golf	9.25%	11.14%	11.71%
Aerobics	9.11%	8.8%	9.51%
Martial Arts	8.49%	4.57%	3.65%
Baseball	7.53%	10.64%	10.53%
Tennis	5.78%	6.08%	6.43%
Softball	5.75%	7.25%	7%
Hunting	5.75%	9.67%	9.16%
Power Boating	4.84%	6.83%	7.14%
Yoga	4.78%	6.11%	6.43%
Roller Skating	4.72%	5.33%	5.3%
Saltwater Fishing	4.72%	6.87%	6.83%
Motorcycling	4.12%	5.94%	5.51%





# 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
Target Shooting	4.06%	8.36%	8.09%
Water Skiing	4.06%	4.25%	4.13%
Canoeing/Kayaking	3.06%	5.86%	6.03%
Ice Skating	2.58%	3.99%	4.64%
Horseback Riding	2.44%	5.11%	5.04%
Fly Fishing	2.42%	4.27%	4.5%
Archery	2.41%	4.33%	4.12%
Snorkeling	2.37%	3.55%	4.05%
Jet Skiing	2.19%	3.59%	4.06%
Racquetball	2.19%	3.09%	3.41%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Downhill & X-Country Skiing	2.17%	3.73%	4.01%
Rock Climbing	2.11%	3.06%	3.21%
Snowboarding	2.02%	2.92%	3.19%
Hockey	2.01%	2.79%	3.13%
Snowmobiling	1.98%	2.99%	3.21%
Skateboarding	1.78%	2.76%	3.06%
Sailing	1.74%	2.47%	2.78%
Surfing & Windsurfing	1.6%	2.38%	2.53%
Auto Racing	1.59%	2.71%	2.99%
Rowing	1%	2.22%	2.26%

## 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.

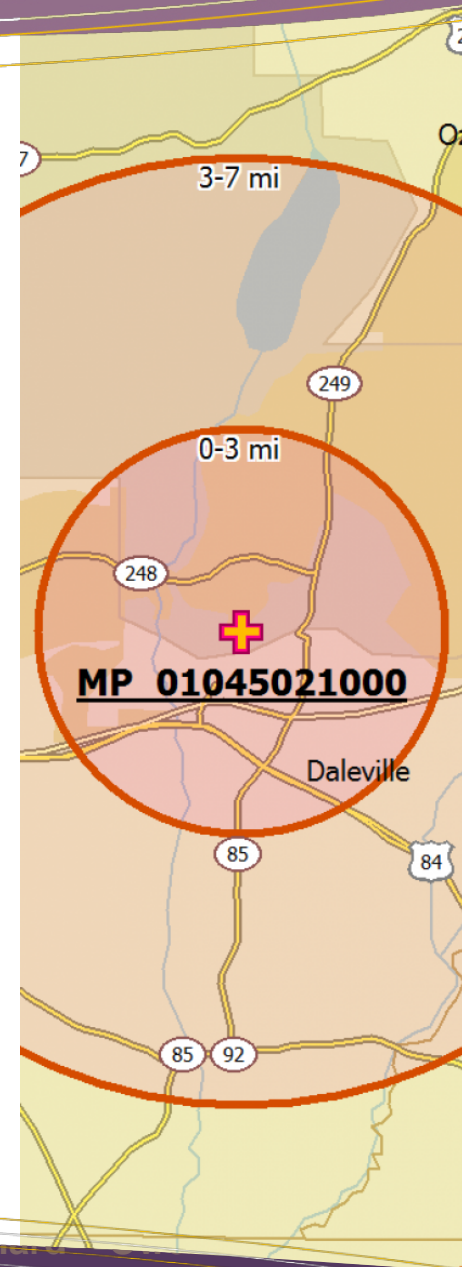
### BIBLICAL BARRIERS

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.

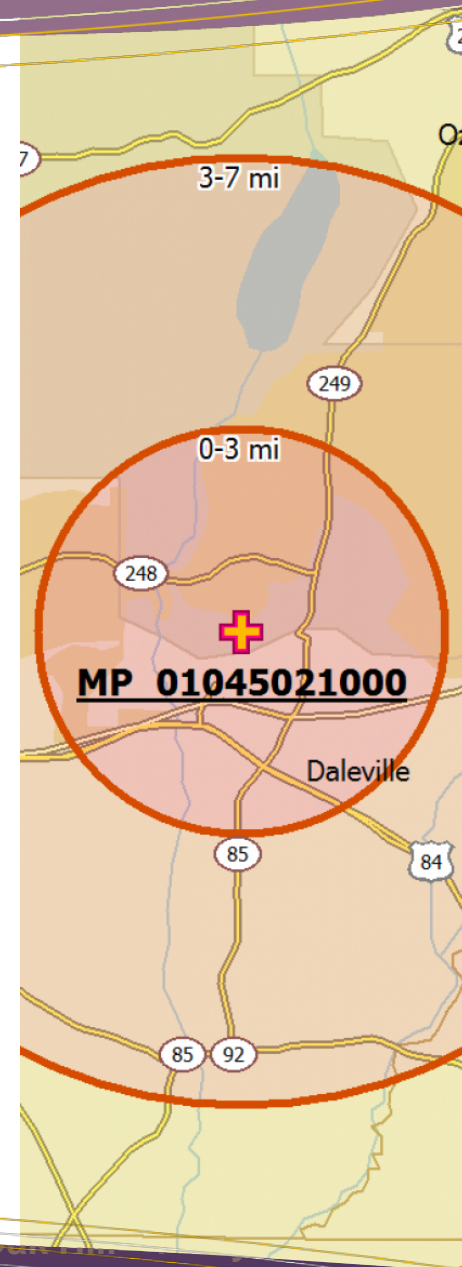
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

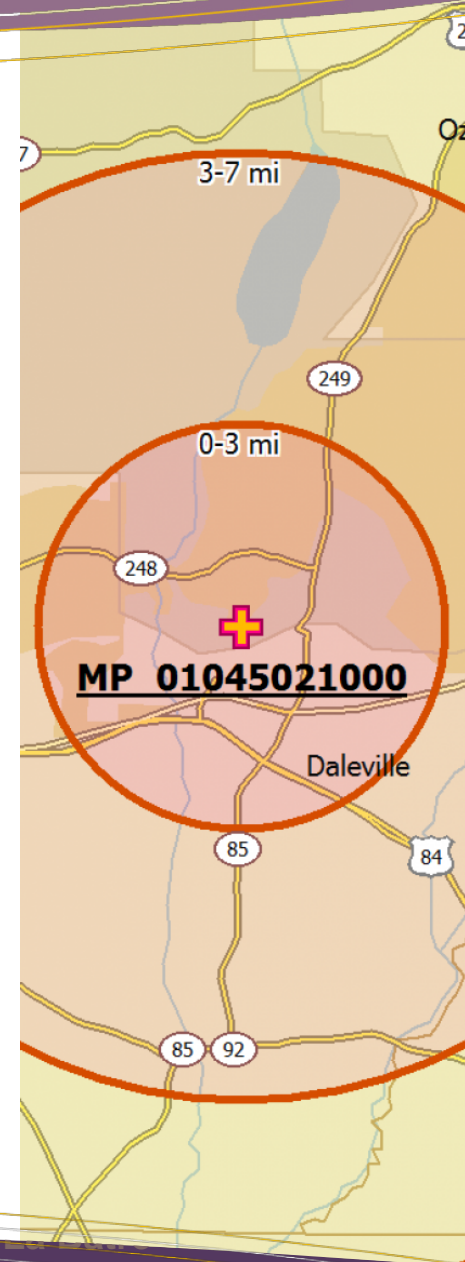
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	63%	53%	53%
Speak My Mind Even If It Upsets People	46%	38%	38%
Too Much Sponsorship In Arts/Sports	33%	26%	26%
Find It Difficult To Say No To My Kids	33%	36%	37%
Like Control Over People And Resources	31%	32%	34%
Don't Judge People/Way They Live Life	29%	28%	29%
Like To Do Unconventional Things	29%	29%	29%
Woman's Place Is In The Home If Won Lottery Would Never Work Again	29%	33%	34%
Money Is Best Measure Of Success	26%	26%	26%
Marijuana Should Be Legalized	24%	25%	25%
Prefer To Have Few Possessions As Possible	24%	19%	20%
	20%	28%	30%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	17%	19%	21%
Rarely Sit Down to a Meal Together At Home	16%	16%	17%
Friends More Important Than My Fam.	14%	21%	22%
Like To Pursue Challenge/Novelty/Change	13%	16%	17%
I Am A Workaholic	12%	16%	18%
We Should Strive for Equality for All	11%	12%	14%
Only Work Current Job for The Money	11%	13%	14%
On Whole People Get What They Deserve	10%	10%	10%
Happy With My Standard Of Living	9%	11%	12%
Indulge My Kids With The Little Extras	8%	9%	8%
Very Happy With My Life As It Is	8%	7%	7%
More Important Do Duty Than Enjoy Life	6%	6%	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:

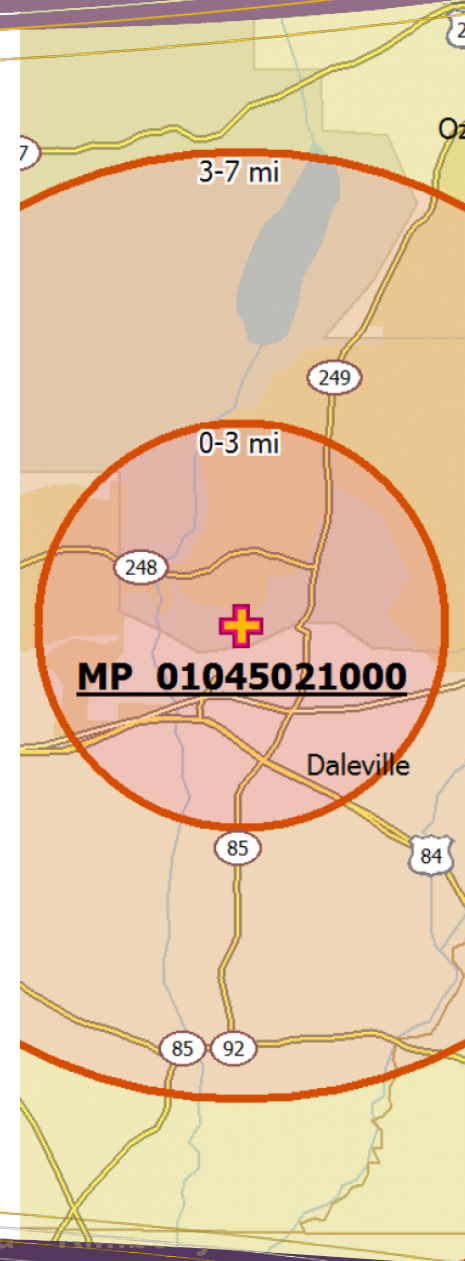
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	59%	60%	60%
You Should Seize Opportunities In Life	50%	54%	56%
Prefer Work Part Of Team Than Alone	46%	36%	36%
Real Men Don't Cry	44%	24%	20%
Good At Fixing Things	43%	31%	30%
People Have To Take Me As They Find Me	38%	27%	25%
Like To Understand About Nature	33%	36%	37%
Important Feel Respected By My Peers	31%	32%	33%
Important To Juggle Various Tasks	30%	30%	31%
Provide My Kids With The Little Extras	25%	16%	16%
Consider Myself Interested In The Arts	25%	20%	21%
Looking for New Ideas To Improve Home	24%	19%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Is An Important Part Of Who I Am	21%	17%	16%
Prefer To Have Few Possessions As Possible	20%	28%	30%
Worried About Pollution Caused By Cars	19%	18%	18%
Have Keen Sense Of Adventure	18%	24%	26%
Like To Just Enjoy Life	14%	19%	20%
Try Not To Worry About The Future	10%	12%	14%
Enjoy Spending Time With My Fam.	8%	11%	12%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Decor Particular Interest To Me	5%	4%	4%
Like Spending Most Time With Fam.	4%	5%	5%
Feel Very Alone In The World	3%	5%	5%
Would Like To Set Up Own Business	2%	3%	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.

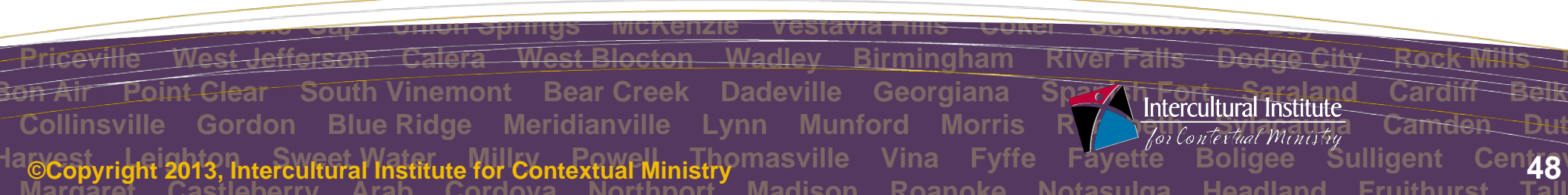


# Potential Shared Places:

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
Fam. Restaurants/Steak Houses-Visit Any	86.97%	83.87%	82.12%
Fast Food/Drive-In Restaurant-Visit Any	82.36%	85.58%	85.96%
McDonald's	65.83%	59.62%	57.67%
Domino's Pizza	40.62%	21.56%	18.21%
Taco Bell	40.35%	33.73%	30.6%
Burger King	40.27%	40.65%	39.41%
Applebee's	39.06%	32.67%	30.41%
Pizza Hut	33.15%	25.79%	24.73%
Sonic	29.14%	20.4%	17.51%
IHOP (International House Of Pancakes)	25.19%	17.1%	15.35%
Denny's	23.49%	15.5%	13.78%
Arby's	21.53%	23.01%	22.54%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Golden Corral	21.38%	15.27%	13.92%
Popeyes	21.31%	12.29%	11.79%
Subway	18.99%	28.45%	29.94%
Carl's Jr	18.9%	9.47%	7.12%
Kentucky Fried Chicken (KFC)	18.78%	26.39%	29.58%
Luby's	18.2%	6.7%	4.06%
Wendy's	18.19%	27.27%	29.69%
Whataburger	18.16%	8.4%	6.04%
Papa John's	16.63%	10.79%	9.75%
Jack-In-The-Box	15.87%	10.53%	8.88%
Krispy Kreme	14.85%	10.02%	9.67%
Olive Garden	14.1%	18.66%	19.28%



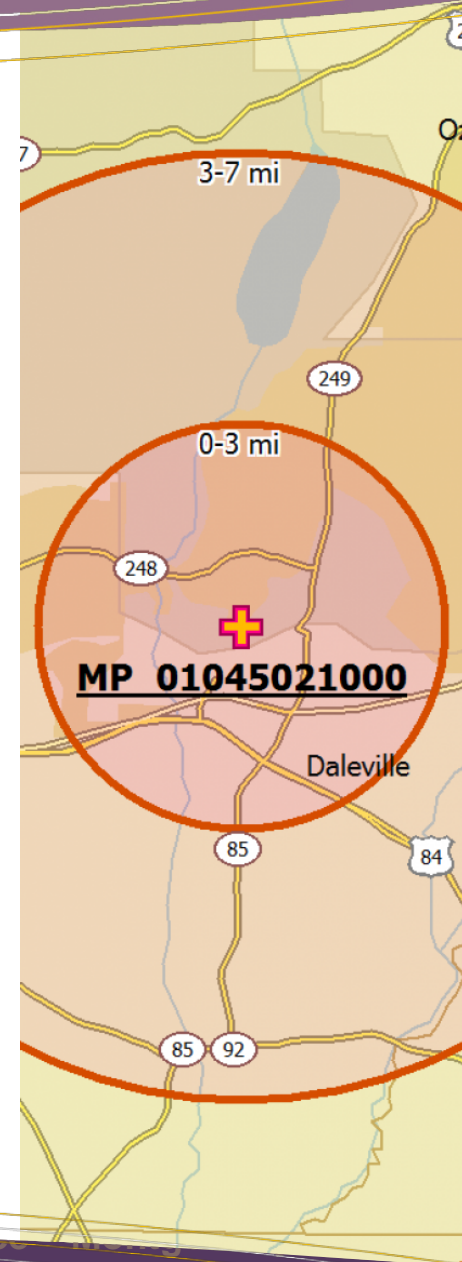


## Potential Shared Projects

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.

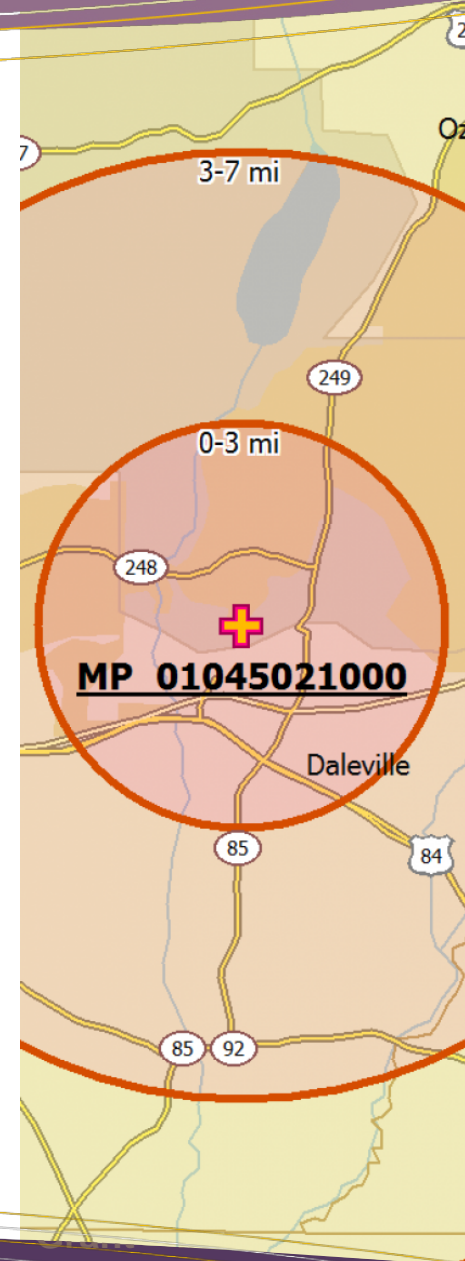
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	40.35%	43.47%	44.33%
Recycled products	32.52%	32.11%	31.42%
Worked as volunteer (non political)	23.89%	17.99%	16.81%
Engaged in fund raising	19.25%	12.96%	12.03%
Union member	14.2%	7.69%	6.17%
Wrote to editor of mag or newspaper	13.86%	7.8%	6.47%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	10.65%	5.51%	4.4%
Religious club member	9.85%	8.17%	7.96%
Took active part in local civic issue	9.48%	6.09%	5.52%
Visited an elected official	8.24%	4.37%	3.43%
Charitable Organization	7.83%	5.71%	5.34%
Actively worked for party/candidate	7.58%	3.67%	2.98%

## Communication Media Content

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

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

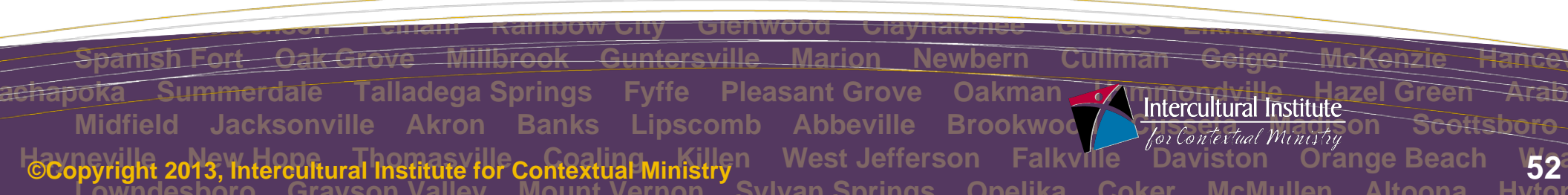


# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	23.84%	17.94%	16.64%
Romance	11.04%	8.11%	7.48%
Children's Books	9.47%	11.6%	12.41%
History	7.23%	6.78%	6.5%
Biography	6.39%	6.06%	6.17%
Cookbooks	6.08%	9.03%	9.51%
Religious (not Bibles)	6.03%	8.3%	8.77%
Mystery	5.78%	9.76%	10.29%
Supermarket	2.95%	4.56%	4.76%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	74.68%	68.06%	66.98%
Gen. Editorial	56.76%	48.49%	48.86%
Womens	55.46%	44.61%	43.61%
Service	39.67%	36.05%	34.74%
Mens	22.6%	19.25%	18.98%
Mature Market	21.57%	14.53%	13.17%
Sports	21.18%	15.93%	15.26%
Health	20.53%	15.34%	14.33%
Business/Finance	20.25%	16.62%	17.65%



# 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	64.45%	57.16%	54.89%
Movie Listings & Reviews	36.93%	27.81%	25.75%
Classified	33.51%	35.07%	34.03%
Comics	28.82%	28.01%	26.92%
Editorial Page	27.81%	29.72%	29.25%
TV/Radio Listings	24.84%	23.71%	23.31%
Sport	24.78%	29.62%	30.34%
Travel	23.35%	19%	18.32%
Food/Cooking	23%	23.84%	23.84%
Business/Finance	22.16%	25.26%	26.03%
Home/Gardening	19.63%	20.09%	19.87%
Fashion	19.35%	15.07%	14.83%
Science/Technology	17.87%	16.37%	16.18%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	31.12%	26.49%	22.28%
Urban Contemporary	19.96%	15.69%	19.68%
Adult Contemporary	15.05%	16.6%	15.88%
CHR Contemp Hit Radio	9.83%	15.74%	16.3%
Religious	9.44%	7.28%	6.53%
Classic Rock	8.81%	9.69%	9.04%
Rock	8.37%	11.31%	10.6%
News/Talk	7.52%	9.41%	9.73%
Oldies	7%	9.72%	10.24%
Public	6.77%	3.59%	2.96%
Variety	4.7%	6.82%	7.78%
Alternative	3.8%	7.05%	7.58%
Classic Hits	3.52%	4.11%	3.61%
Jazz	3.38%	3.98%	5.67%
Soft Contemporary	3.29%	5.14%	5.44%
Gospel	2.58%	3.27%	4.28%
Classical	2.53%	2.75%	2.96%
All News	2.4%	3.62%	4.66%

# 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	60.09%	62.19%	62.69%
Soapnet	57.44%	51.81%	51.42%
Subscribe Digital Cable	54.2%	34.63%	32.04%
Sci-Fi Channel	42.25%	37.99%	36.97%
MSNBC	42.17%	36.59%	35.27%
TV Info From Sunday TV Magazine	41.8%	32.05%	30.27%
Video-On-Demand Movies	40.09%	25.48%	22.75%
HH Has Video-On-Demand	39.17%	14.89%	9.57%
Adult Swim	36.27%	29.91%	26.58%
Satellite Dish	30.44%	47.72%	51%
TCM (Turner Classic Movies)	29.96%	26.28%	25.89%
USA Network	27.92%	24.72%	24.06%

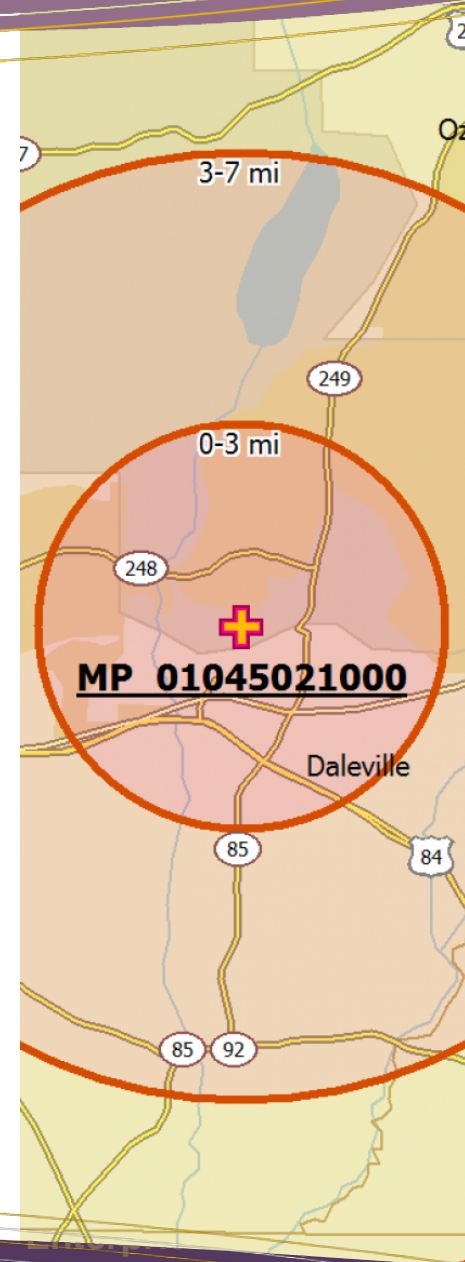
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
CNN (Cable News Network)	26.64%	18.26%	16.49%
ABC Fam.	26.61%	23.75%	23.2%
Nick At Nite	26.51%	26.34%	25.58%
Other Video-On-Demand	23.05%	35.78%	41.35%
TV Info From TV Guide Magazine	22.3%	12.96%	11.38%
Comedy Central	22.28%	26.65%	28.09%
Lifetime	21.53%	21.01%	21.34%
Hallmark Channel	19.8%	22.76%	23.87%
Nickelodeon	19.56%	27.16%	27.77%
HGTV (and Garden Television)	19.1%	17.85%	17.99%
BET (Black Entertainment TV)	19.08%	23.12%	23.83%
INSP (Inspirational Network)	16.44%	12.26%	11.73%

## 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+)	13.96%	17.23%	17.86%
Medium Users (4-6)	19.98%	12.93%	11.19%
Light Users (1-3)	20.83%	20.32%	19.78%
Quintiles (20%)			
Newspaper I (Heavy)	1.07%	1.71%	1.51%
Newspaper II	3.8%	2.33%	1.76%
Newspaper III	1.15%	1.77%	2.02%
Newspaper IV	0.23%	0.55%	0.54%
Newspaper V (Light)	0.72%	1.13%	1.3%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.8%	20.09%	20.11%
Magazines II	8.89%	9.37%	9.21%
Magazines III	8.93%	10.28%	10.28%
Magazines IV	13.63%	12.9%	12.59%
Magazines V (Light)	0.38%	0.43%	0.54%
Outdoor I (Heavy)	5.2%	6.27%	6.93%
Outdoor II	2.34%	2.91%	3.48%
Outdoor III	2.51%	3.21%	3.68%
Outdoor IV	8.08%	14.13%	15.8%
Outdoor V (Light)	31.1%	26.02%	25.51%
Yellow Pages I (Heavy)	21.47%	17.38%	16.52%
Yellow Pages II	3.89%	5.52%	6.24%
Yellow Pages III	4.52%	5.5%	6.8%
Yellow Pages IV	31.37%	25.93%	24.94%
Yellow Pages V (Light)	12.45%	6.11%	5.16%



# 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)	1.79%	3.13%	2.97%
Drive Time III (Medium)	0.6%	0.68%	0.69%
Radio IV & V (Light)	1.84%	3.08%	2.95%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	15.42%	11.03%	10.52%
Radio III (Medium)	2.32%	4.11%	4.23%
Radio IV & V (Light)	2.35%	3.55%	3.5%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	33.4%	18.92%	15.71%
Cable III (Medium)	2.44%	4.09%	4.66%
Cable IV & V (Light)	36.23%	33.36%	34.92%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	1.95%	3.5%	3.79%
Prime Time III (Medium)	0.88%	1.83%	1.83%
Prime Time IV & V (Light)	11.58%	9.78%	9.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	31%	37.16%	38.6%
Fringe III (Medium)	65.44%	56.5%	55.87%
Fringe IV (Light)	54.45%	55.22%	56.01%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	19.43%	15.38%	15.11%
All Day III (Medium)	19.76%	23.04%	24.23%
All Day IV (Light)	25.11%	16.48%	16.42%

# 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]	8.03%	11.18%	11.13%
6:00am - 10:00am	10.07%	12.96%	14.57%
10:00am - 3:00pm	5.19%	6.69%	7.98%
3:00pm - 7:00pm	26.64%	18.26%	16.49%
7:00pm - Midnight	11.78%	12.91%	13.29%
Midnight - 6:00am	3.72%	5.07%	6.08%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	13.59%	15.57%	14.93%
6:00am - 10:00am	3.15%	3.45%	3.48%
10:00am-3:00pm	4.11%	4.75%	4.94%
3:00pm - 7:00pm	8.5%	7.54%	7.26%
7:00pm - Midnight	6.68%	8.63%	9.18%
Midnight - 6:00am	8.1%	10.92%	11.86%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	4.88%	6.92%	7.15%
Saturday: 8:00-11:00pm	6.72%	8.52%	8.31%
Sunday: 7:00-11:00pm	7.66%	9.56%	9.56%
9:00am-1:00pm	26.51%	26.34%	25.58%
9:00am-4:00pm	28.19%	29.92%	29.14%
4:00pm-7:00pm	24.68%	27.01%	28.57%
11:00pm-1:00am	46.52%	43.42%	43.13%
AVG Prime time	2.1%	2.85%	3.62%
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	14.65%	16.58%	16.71%
7-9am	16.37%	20.53%	21.23%
9am-12noon	23.78%	22.03%	20.67%
12noon-4pm	4.42%	7.88%	8.47%
4-6pm	32.99%	42.03%	45.25%
6-7pm	22.64%	20.47%	19.55%
7-7:30pm	0.96%	1.94%	1.79%
7:30-8pm	16.44%	12.26%	11.73%
8-11pm	4.88%	6.92%	7.15%
11pm-12am	42.17%	36.59%	35.27%
11pm-1am	46.52%	43.42%	43.13%
1-6am	29.87%	29.94%	30.62%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	11.19%	15.53%	16.72%
Sat: 10am-1pm	4.41%	6.62%	7.37%
Sat: 1-4pm	15.47%	22.11%	23.76%
Sat: 4-6pm	6.18%	6.18%	6.58%
Sat: 6-7pm	0.9%	1.44%	1.62%
Sat: 7-8pm	0.75%	0.99%	1.06%
Sat: 8-11pm	6.72%	8.52%	8.31%
Sat: 11pm-1am	3.1%	4.61%	5.13%
Sat: 1am-7pm	27.92%	24.72%	24.06%
Sun: 7-10am	1.27%	2.41%	2.38%
Sun: 10am-1pm	4.39%	6.86%	6.54%
Sun: 1-4pm	2.58%	5.36%	5.44%
Sun: 4-7pm	8.82%	13.05%	12.75%
Sun: 7-11pm	7.66%	9.56%	9.56%
Sun: 11pm-1am	2.43%	4.74%	4.7%
Sun: 1-7am	14.92%	20.85%	20.7%

# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

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

# Biblical Missional Multiplication

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

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

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



# Establishing Redemptive Relationships

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

## Communication Steps

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

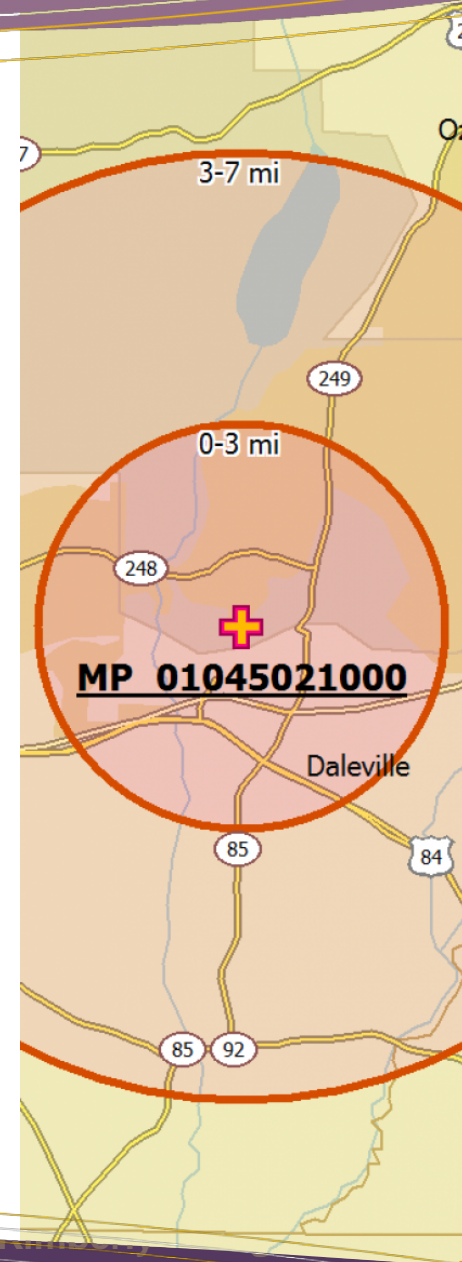


## Your MissionSite and the Missional Suite

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

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

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





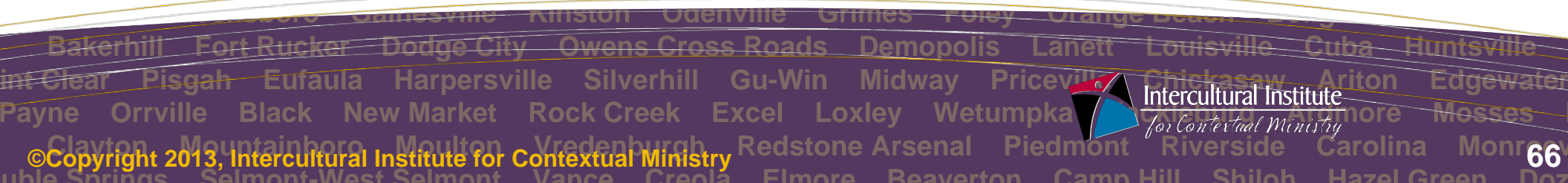
# Notes and Sources

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



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
1	Forest Hills	19 Price St Daleville, AL 36322	2.64 mi	60	Declining
2	Korean First	4922 Rucker Blvd Enterprise, AL 36330	2.73 mi	161	Declining
3	Daleville	100 Donnell Blvd Daleville, AL 36322	3.00 mi	184	Plateauing
4	Macedonia	4127 Rucker Blvd Enterprise, AL 36330	4.23 mi	128	Plateauing
5	Vision	136 Old Highway 134 Daleville, AL 36322	4.75 mi	44	Growing
6	Logan Road	3955 Will Logan Rd Ozark, AL 36360	4.77 mi	51	Growing
7	Level Plains First	8189 County Road 1 Enterprise, AL 36330	4.85 mi	227	Declining
8	Bethel	2291 County Road 31 Newton, AL 36352	5.04 mi	143	Declining
9	Camp Ground	3898 Andrews Ave Ozark, AL 36360	5.46 mi	117	Declining
10	Open Door	1509 Rucker Blvd Enterprise, AL 36330	6.05 mi	155	Declining
11	Newton	PO Box 97 Newton, AL 36352	6.40 mi	93	Declining
12	Ridgecrest	1971 Deese Rd Ozark, AL 36360	7.15 mi	138	Growing
13	Southside	902 S Hwy 123 Ozark, AL 36360	7.40 mi	510	Declining
14	The Church on the Circle	PO Box 311701 Enterprise, AL 36330	7.58 mi	29	Growing
15	Providence	10 Providence Ln Daleville, AL 36322	7.70 mi	141	Growing



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Salem	5730 Shellfield Rd Enterprise, AL 36330	7.94 mi	103	Growing
17	Bethel	1107 E Park Ave Enterprise, AL 36330	7.98 mi	33	Growing
18	County Line	1000 Highway 92 Enterprise, AL 36330	8.02 mi	88	Plateauing
19	Lee Street	630 E Lee St Enterprise, AL 36330	8.38 mi	155	Plateauing
20	Ozark	282 S Union Ave Ozark, AL 36360	8.49 mi	324	Declining
21	Park Avenue	300 E Park Ave Enterprise, AL 36330	8.78 mi	101	Declining
22	Hillcrest	500 Alberta St Enterprise, AL 36330	8.83 mi	950	Growing
23	Hillcrest	246 Church Ave Ozark, AL 36360	8.87 mi	93	Declining
24	Pilgrim Home	13534 W US Highway 84 Newton, AL 36352	8.89 mi	126	Growing
25	Life Community Cell Church	224 S Main St Enterprise, AL 36330	8.97 mi	7	Plateauing
26	Lighthouse Bible	101 Courtland Dr Enterprise, AL 36330	9.03 mi	47	Growing
27	Enterprise First	302 N Main St Enterprise, AL 36330	9.05 mi	826	Plateauing
28	Hispanic Mission	302 N Main St Enterprise, AL 36330	9.05 mi	44	Growing
29	Pinckard	PO Box 188 Pinckard, AL 36371	9.47 mi	66	Declining
30	Midway	6590 Hwy 85 Daleville, AL 36322	9.48 mi	19	Plateauing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Westview	809 Damascus Rd Enterprise, AL 36330	10.05 mi	125	Declining
32	Chalkhead	495 County Road 35 Ozark, AL 36360	10.16 mi	127	Plateauing
33	Cool Springs	3004 County Road 708 Enterprise, AL 36330	10.32 mi	32	Declining
34	Rocky Mount	11 Pineway Drive Daleville, AL 36322	10.66 mi	33	Declining
35	Ebenezer	6033 W County Road 36 Ozark, AL 36360	10.87 mi	23	Declining
36	Calvary	1837 Highway 51 Enterprise, AL 36330	11.06 mi	85	Declining
37	Faith Community Church	101 E Russell St Enterprise, AL 36330	11.13 mi	22	Declining
38	Pleasant Grove	1124 County Road 11 Ozark, AL 36360	11.37 mi	198	Plateauing
39	Cedar Grove	2797 County Road 14 Midland City, AL 36350	11.64 mi	64	Plateauing
40	Pilgrim's Rest West	3176 Cumbie Rd. Newton, AL 36352	12.21 mi	32	Growing
41	Bethel	3295 N County Road 69 Hartford, AL 36344	12.35 mi	38	Plateauing
42	Midland City	PO Box 694 Midland City, AL 36350	12.43 mi	63	Declining
43	Post Oak	4108 North Union Avenue Ozark, AL 36360	12.60 mi	110	Declining
44	Mt. Pleasant	4015 Highway 27 Enterprise, AL 36330	12.81 mi	151	Growing
45	Ebenezer	332 Skeeter Creek Ln Hartford, AL 36344	12.93 mi	15	Declining





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