

MissionSite

top unreached locations



MIDLAND CITY, AL

CENSUS TRACT: 01045021300

REGION: Southeastern Region

ASSOCIATION: Dale

DISTRICT: 05: Southeast River District

COUNTY: Dale

SITESCAPE: Townscape

DENSITY PATTERN: I1



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

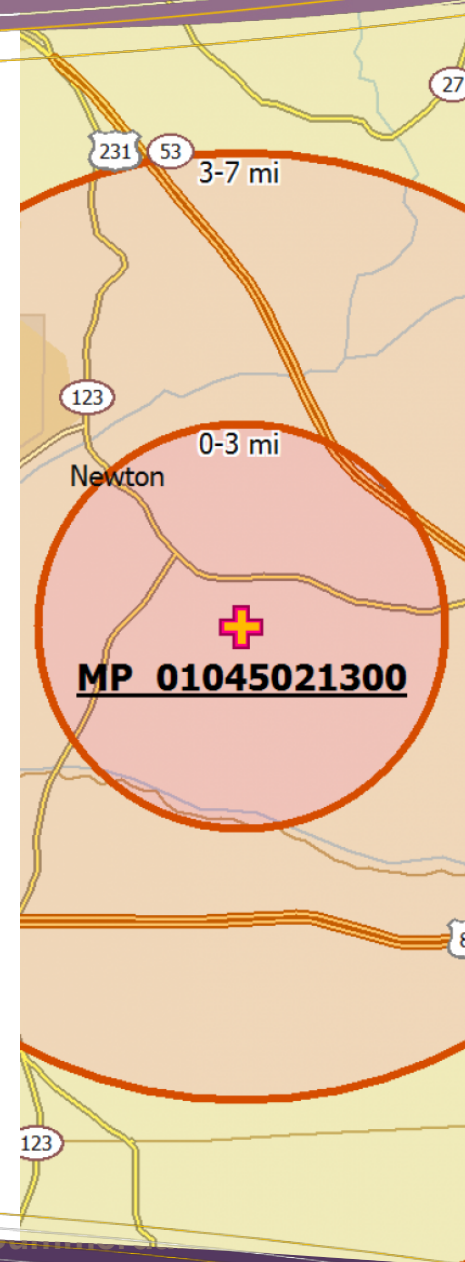
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Site Location Summary

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 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	36350	Dale
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.13	Small towns adjacent to a small town
9	Sitescape Density Pattern	11	10000-10000-50000



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.

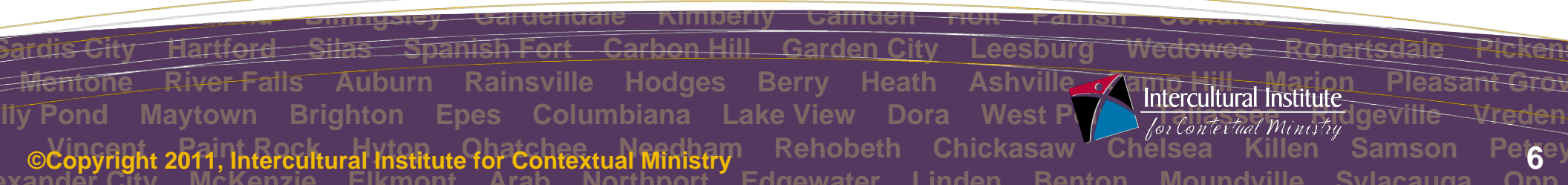
RURAL / URBAN	COD	EXPLANATION
1 Metro or Non-Metro	0	Non-Metro
2 Urban Influence	5	Micropolitan area adjacent to a small metro area
3 Rural / Urban Continuum	4	
4 NCHS Rural Urban Codes	5	Micropolitan - counties in a micropolitan statistical area
5 NCES Urban Centric Locale Codes	41	Rural: Fringe: Census-defined 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	91	Metropolitan high commuting: No additional code
7 ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8 Percent Commuting to Metro	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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	2,551	22,481	35,950
2010 Households	1,105	8,400	14,173
2010 Group Quarters Population	0	252	193

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	9	15	34
Language Diversity National Index	9	6	34
Foreign Born Diversity National Index	18	49	68
Ancestry Diversity National Index	44	37	47
Racial Diversity National Index	31	36	47



Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	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.

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	32	2.9%
Mainstay Communities	Established, Diverse Households	78	7.06%
Working Communities	Blue-collar, Working Families	376	34.03%
Country Communities	Rural, Agri. & Mining Families	469	42.44%
Aspiring Communities	Young Singles / Aspiring-Multihousing	9	0.81%
Urban Communities	High Density, Inner-city Neighborhoods	143	12.94%

Using the Site Location Summary

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

Issues for Your Consideration

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



Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

The chart below compares the count and percent of households in the county with the count and percent of households in the 0-3 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).

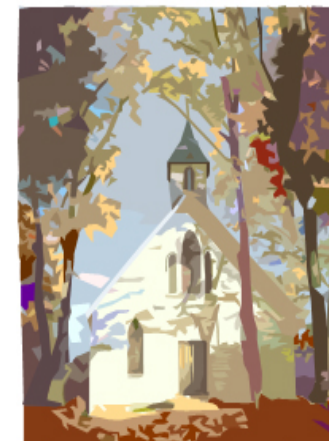
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	12,679	656	5.17%
Unreached %	64.04%	59.35%	92.68
Religious But NOT Evangelical HH	3,124	125	4%
Religious But NOT Evangelical %	15.78%	11.3%	71.6
Spiritual But NOT Relig or Evang HH	1,700	102	6%
Spiritual But NOT Relig or Evang %	8.59%	9.22%	107.43
Not Evangelical, Not Interested HH	8,116	430	5.29%
Not Evangelical, Not Interested %	40.99%	38.88%	94.84



Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT & INDEX
Num of ALSBOM Churches	39	2	5.13%
Active ALSBOM Attenders	3,891	129	3.32%
Active Evangelical Households	4,018	255	6.34%
Active Evangelical Percent	20.29%	23.04%	113.55
Inactive Evangelical Households	3,102	196	6.32%
Inactive Evangelical Percent	15.67%	17.75%	113.28
# 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	Pinckard	0.81 mi	66	Declining
2	Midland City	2.39 mi	63	Declining
3	Cedar Grove	3.68 mi	64	Plateauing
4	Newton	3.97 mi	93	Declining
5	Bethlehem	4.84 mi	122	Plateauing
6	Napier	4.89 mi	29	Declining
7	Rainbow Meadows	5.81 mi	79	Growing
8	Mt. Pleasant	5.85 mi	57	Growing
9	Pilgrim Home	6.56 mi	126	Growing
10	Bethel	6.62 mi	143	Declining
11	Bay Springs	6.73 mi	208	Plateauing
12	Mt. Enon	6.89 mi	51	Growing
13	Chalkhead	7.05 mi	127	Plateauing
14	Heritage	7.29 mi	278	Declining
15	Pathway	7.33 mi	136	Plateauing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Trinity Church of Dothan	7.37 mi	0	Plateauing
17	Pilgrim's Rest West	7.79 mi	32	Growing
18	Logan Road	7.94 mi	51	Growing
19	Mt. Gilead	8.25 mi	676	Declining
20	Southside	8.66 mi	510	Declining
21	Forest Hills	8.73 mi	60	Declining
22	Calvary Dothan	8.78 mi	1,095	Growing
23	Beulah	8.94 mi	77	Growing
24	Ridgecrest	9.88 mi	1,201	Plateauing
25	Dothan First	10.10 mi	1,026	Growing
26	South Lena	10.47 mi	40	Plateauing
27	St James	10.47 mi	78	Declining
28	Daleville	10.50 mi	184	Plateauing
29	Concord	10.65 mi	67	Plateauing
30	Hillcrest	10.69 mi	93	Declining

Using the Spirituality Indicators

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

Issues for Your Consideration

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

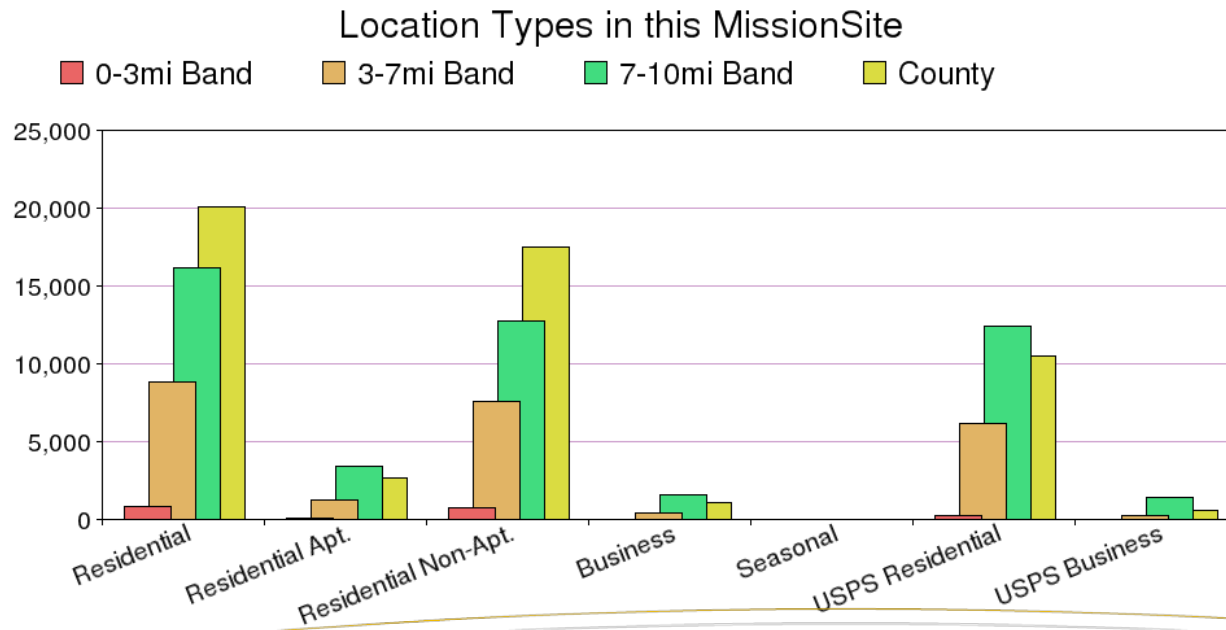


Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 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	2,555	5.15%
2000 Population	49,129	2,787	5.67%
2010 Population	48,089	2,551	5.3%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	17,574	963	5.48%
2000 Households	18,878	1,118	5.92%
2010 Households	19,799	1,105	5.58%



Location Type	0-3mi Band
Residential	807
Residential Apt.	87
Residential Non-Apt.	720
Business	22
Seasonal	0
USPS Residential	246
USPS Business	1

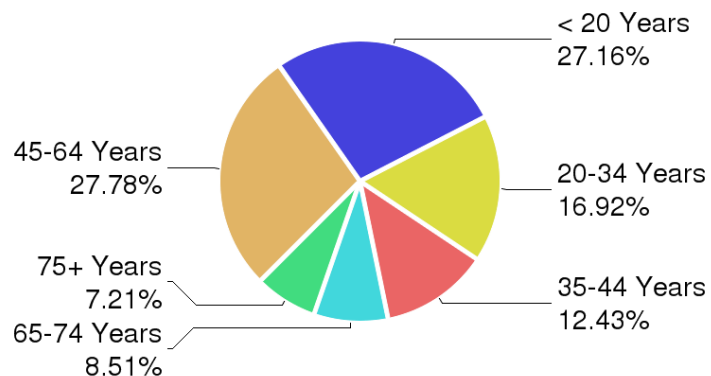
Current Demographic Summary

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%	4.9%	75.62
4-5 Years	2.93%	2.55%	87.03
6-8 Years	4.24%	4.55%	107.31
9-11 Years	4.03%	4.63%	114.89
12-13 Years	2.6%	3.25%	125
14-17 Years	5.08%	4.94%	97.24
18-19 Years	2.5%	2.35%	94
0-5 Years	9.41%	7.45%	79.17
6-12 Years	9.57%	10.74%	112.23
13-19 Years	8.87%	8.98%	101.24
< 20 Years	27.85%	27.17%	97.56
20-34 Years	22%	16.93%	76.95
35-44 Years	12.15%	12.43%	102.3
45-64 Years	24.23%	27.79%	114.69
65-74 Years	7.73%	8.51%	110.09
75+ Years	6.05%	7.21%	119.17
Median Age	35	40	113.18
Median Age (Male)	34	38	112.9
Median Age (Female)	37	41	110.95

Age Group Percentages

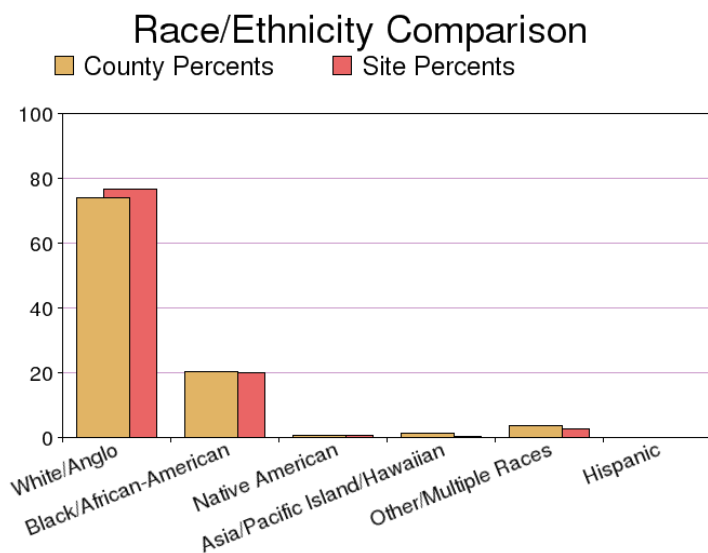


Current Demographic Summary

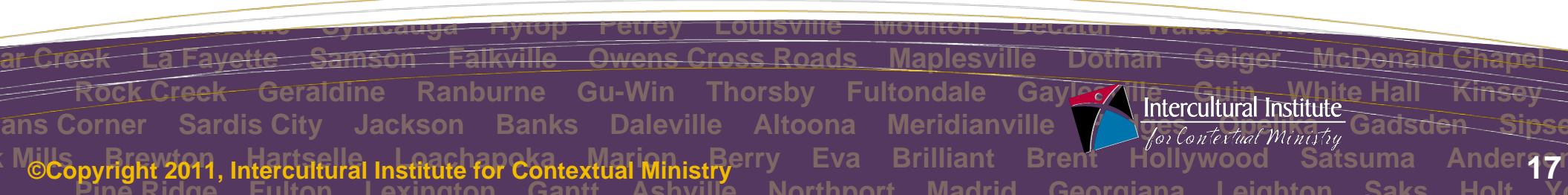
A current year demographic summary of race/ethnicity and education of adults for the site location appears on the right.

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%	76.52%	103.42
Black, African-American	20.17%	19.87%	98.54
Native American	0.63%	0.51%	81.42
Asian	1.3%	0.47%	36.19
Pacific Island, Hawaiian	0.19%	0%	0
Other/Multiple Races	3.73%	2.63%	70.4
Hispanic	0%	2.31%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	31,464	1,726	
Less than 9th Grade	5.33%	7.71%	69.13
No High School Diploma	10.29%	12.86%	80.01
High School Graduate	31.5%	35.57%	88.55
Some College, no degree	26.2%	23.06%	113.61
Associate Degree	9.31%	8.81%	105.74
College Degree	11.88%	8.34%	142.36
Graduate/Prof. degree	5.5%	3.65%	150.55



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%	9.14%	123.95
\$10,000 to \$19,999	14.14%	16.38%	115.82
\$20,000 to \$29,999	10.92%	10.86%	99.45
\$30,000 to \$49,999	25.48%	24.16%	94.83
\$50,000 to \$59,999	9.85%	11.4%	115.78
\$60,000 to \$69,999	7.14%	4.07%	57.02
\$70,000 to \$79,999	5.96%	5.25%	88
\$80,000 to \$89,999	4.53%	4.34%	95.99
\$90,000 to \$99,999	2.84%	3.08%	108.4
\$100,000 to \$124,999	6.01%	8.33%	138.52
\$125,000 to \$149,999	2.5%	0.54%	21.76
\$150,000 to \$199,999	1.11%	1.18%	105.88
\$200,000 to \$249,999	0.26%	0.18%	70.27
\$250,000 or more	0.76%	0.9%	118.66
Median Household	42,502	41,405	97.42
Average Household	53,900	58,473	108.48
Per Capita Household	22,971	25,328	110.26
Family/Non-Family Household Income			
Median Family Income	48,670	47,276	97.14
Average Family Income	61,069	62,196	101.85
Median Non-Family Income	25,702	26,276	102.23
Average Non-Family Income	36,856	41,365	112.23

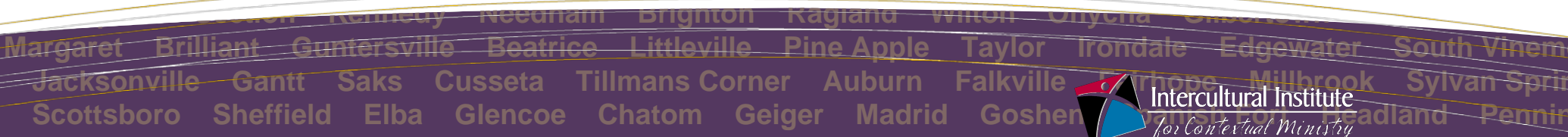


Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	70.39%	70.23%	99.76
Families with Children	34.88%	32.04%	91.85
Families without Children	35.51%	38.19%	107.54
Non-Family Households			
% Non-Family Households	29.61%	29.77%	100.56
Non-Families with Children	0.14	0	0
Non-Families without Children	29.47	29.77	101.03
Housing Units			Index
Total Housing Units	22,903	1,204	
Vacant percent	13.55%	8.14%	60.06
Owned percent	52.13%	58.06%	111.36%
Rented Percent	34.31%	33.72%	98.27
Households by Size			Index
Avg household size	2.34	2.31	98.72
Avg family hh size	2.87	2.81	97.91
Avg non-family hh size	1.10	1.12	101.82
Households By Count of Persons			Percent
One	4,958	283	5.71%
Two	7,506	454	6.05%
Three or Four	6,255	306	4.89%
Five+	1,080	61	5.65%



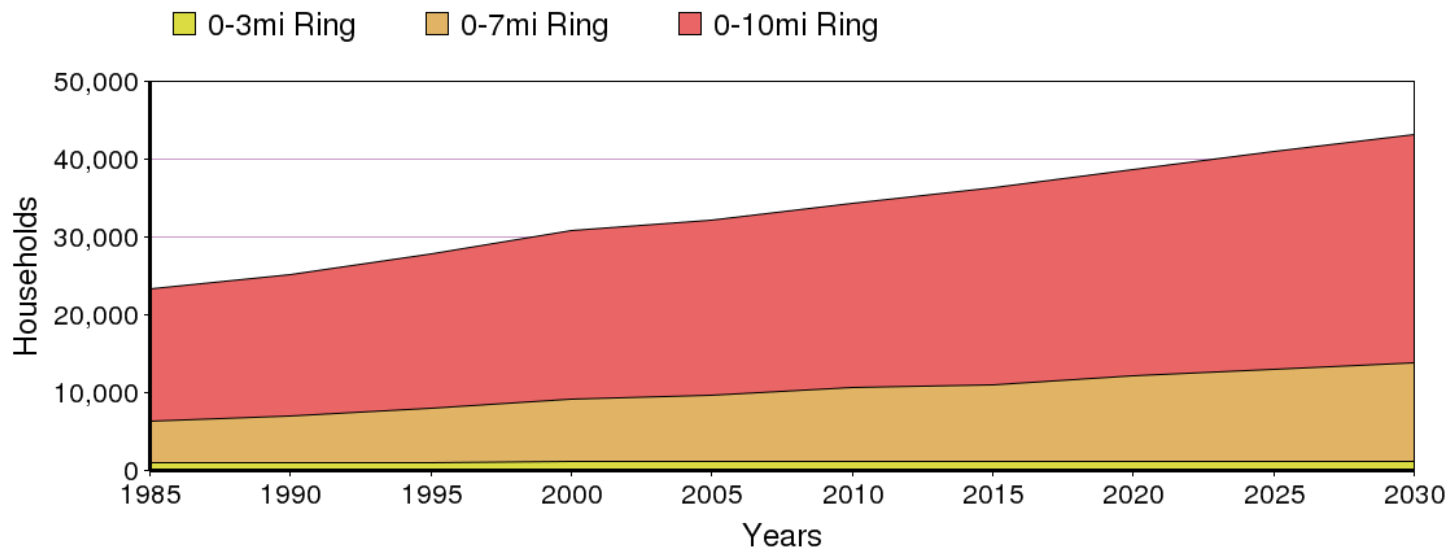
Projected Demographic Summary

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	2,555	5.15%
2000 Population	49,129	2,787	5.67%
2010 Population	48,089	2,551	5.3%
2015 Population	47,792	2,552	5.34%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	17,574	963	5.48%
2000 Households	18,878	1,118	5.92%
2010 Households	19,799	1,105	5.58%
2015 Households	20,064	1,127	5.62%

Household Change from 1985 to 2030



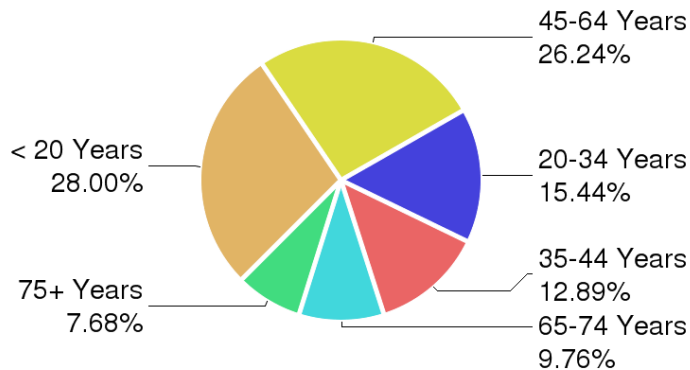
Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of age group categories for the site location for five years from the current year appears on the right.

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.9%	5.05%	103.06
4-5 Years	2.55%	2.63%	103.14
6-8 Years	4.55%	4.39%	96.48
9-11 Years	4.63%	4.9%	105.83
12-13 Years	3.25%	3.49%	107.38
14-17 Years	4.94%	5.33%	107.89
18-19 Years	2.35%	2.23%	94.89
0-5 Years	7.45%	7.68%	103.09
6-12 Years	10.74%	10.93%	101.77
13-19 Years	8.98%	9.4%	104.68
< 20 Years	27.17%	28.01%	103.09
20-34 Years	16.93%	15.44%	91.2
35-44 Years	12.43%	12.89%	103.7
45-64 Years	27.79%	26.25%	94.46
65-74 Years	8.51%	9.76%	114.69
75+ Years	7.21%	7.68%	106.52
Median Age	35	39	111.39
Median Age (Male)	34	37	109.02
Median Age (Female)	37	41	110.65

Projected Age Group Percentages



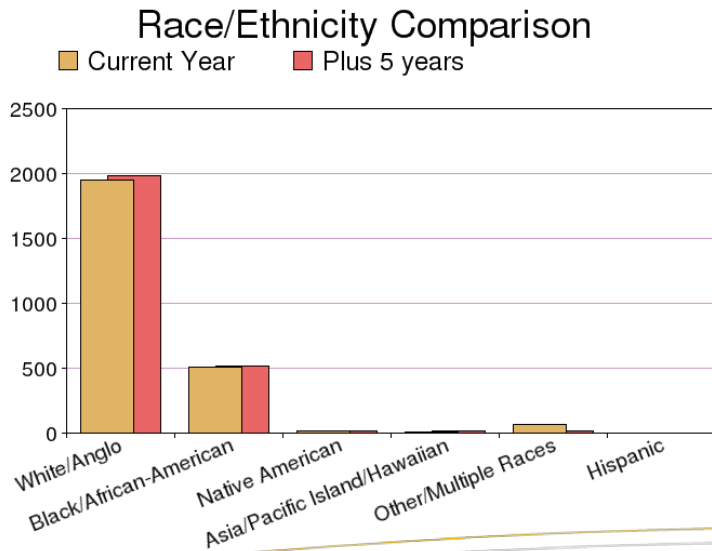
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	76.52%	77.66%	101.5
Black, African-American	19.87%	20.26%	101.93
Native American	0.51%	0.71%	138.41
Asian	0.47%	0.63%	133.28
Pacific Island, Hawaiian	0%	0.04%	0
Other/Multiple Races	2.63%	0.74%	28.35
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	1,726	1,716	
Less than 9th Grade	7.71%	6.24%	80.92
No High School Diploma	12.86%	10.37%	80.65
High School Graduate	35.57%	36.36%	102.22
Some College, no degree	23.06%	23.72%	102.86
Associate Degree	8.81%	9.56%	108.52
College Degree	8.34%	9.27%	111.06
Graduate/Prof. degree	3.65%	4.49%	122.93



Projected Demographic Summary

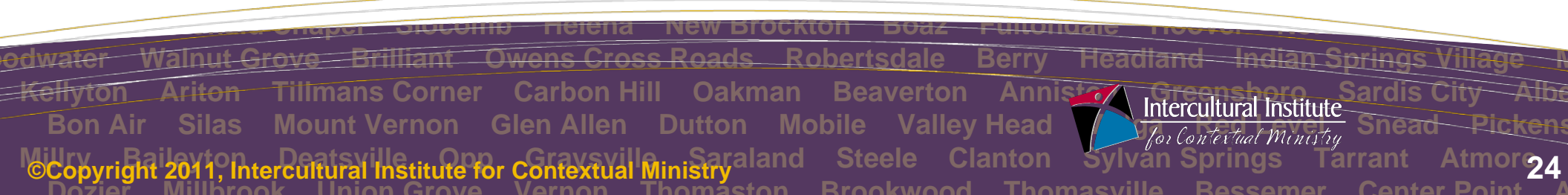
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-3 mile band are given. The Index value given, assumes that if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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	9.14%	8.25%	90.28
\$10,000 to \$19,999	16.38%	15.17%	92.63
\$20,000 to \$29,999	10.86%	10.12%	93.15
\$30,000 to \$49,999	24.16%	23.6%	97.68
\$50,000 to \$59,999	11.4%	12.07%	105.83
\$60,000 to \$69,999	4.07%	4.08%	100.23
\$70,000 to \$79,999	5.25%	5.59%	98.05
\$80,000 to \$89,999	4.34%	4.97%	108.26
\$90,000 to \$99,999	3.08%	2.93%	95.16
\$100,000 to \$249,999	8.33%	10.12%	121.49
\$125,000 to \$149,999	0.54%	0.62%	114.39
\$150,000 to \$199,999	1.18%	1.24%	105.59
\$200,000 to \$249,999	0.18%	0.18%	98.05
\$250,000 or more	0.9%	0.89%	98.05
Median Household	41,405	44,400	107.23
Average Household	58,473	63,494	108.59
Per Capita Household	25,328	28,040	110.71
Family/Non-Family Household Income			
Median Family Income	47,276	53,401	112.96
Average Family Income	62,196	66,800	107.4
Median Non-Family Income	26,276	29,531	112.39
Average Non-Family Income	41,365	47,652	115.2

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	70.23%	69.39%	98.81
Families with Children	32.04	30.7	95.83
Families without Children	38.19	37.98	99.44
Non-Family Households			
% Non-Family Households	29.77%	30.61%	102.82
Non-Families with Children	0	0	102.82
Non-Families without Children	29.77	30.61	102.82
Housing Units			
Total Housing Units	1,204	1,228	101.99%
Vacant percent	8.14%	8.14%	100.05
Owned percent	58.06%	58.14%	100.15
Rented Percent	33.72%	33.63%	99.74
Households by Size			
Avg household size	2.31	2.26	97.84%
Avg family hh size	2.81	2.79	99.29%
Avg non-family hh size	1.12	1.08	96.43%
Households By Count of Persons			
One	283	290	102.47%
Two	454	470	103.52%
Three or Four	306	314	102.61%
Five+	61	53	86.89%



Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	15	488	764
Northern Europe	1	53	78
Western Europe	5	72	176
Southern Europe	0	28	5
Eastern Europe	1	3	24
Other Europe	0	0	0
Eastern Asia	0	54	99
So. Central Asia	0	82	24
SE Asia	4	28	83
Western Asia	0	5	2
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	2	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	7
Caribbean	1	30	40
Central Amer.	2	66	191
South America	1	22	13
North America	0	43	22
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	2,824	19,429	25,121
Spanish	29	376	497
Other Indo-Euro language	21	343	328
French (incl. Patois, Cajun)	1	62	63
French Creole	0	0	0
Italian	1	33	15
Portuguese	0	0	0
German	10	125	204
Yiddish	0	0	0
Other West Germanic	0	14	1
A Scandinavian Language	0	7	4
Greek	0	0	0
Russian	0	0	6
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	71	4
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	9	7	13
Asian/PI languages	0	0	0
Chinese	0	33	66
Japanese	2	39	11
Korean	12	7	40
Mon-Khmer, Cambodian	2	0	0
Miao, Hmong	0	0	0
Thai	7	1	0
Laotian	0	0	0
Vietnamese	0	7	60
Other Asian	0	0	6
Tagalog	2	1	66
Other Pacific Is	2	2	0
Other languages	3	0	25
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	17
Arabic	0	0	8
Hebrew	3	0	0
African languages	0	0	0
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	1,941	15,324	20,699
Arab	0	47	46
Armenian	0	0	10
Austrian	1	5	24
British	0	88	105
Canadian	2	30	17
Croatian	0	5	59
Czech	0	39	29
Czechoslovak	0	5	15
Danish	8	57	37
Dutch	23	168	185
English	219	1,895	2,226
European	3	324	330
Finnish	0	7	3
French (not Basque)	14	209	250
French Canadian	10	69	122
German	114	1,089	1,301
Greek	0	14	21
Hungarian	3	5	27
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	201	1,230	1,555
Italian	34	269	304
Lithuanian	3	8	1
Norwegian	4	72	77
Polish	17	180	133
Portuguese	0	10	14
Romanian	0	0	5
Russian	1	3	10
Scandinavian	0	7	4
Scotch-Irish	56	532	615
Scottish	23	290	345
Slovak	0	0	0
Subsaharan African	11	75	153
Swedish	4	73	92
Swiss	0	11	19
Ukrainian	0	0	5
US/American	601	4,432	5,189
Welsh	3	61	39
West Indian	0	20	35
Yugoslavian	0	0	0
Other	587	3,996	7,299

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

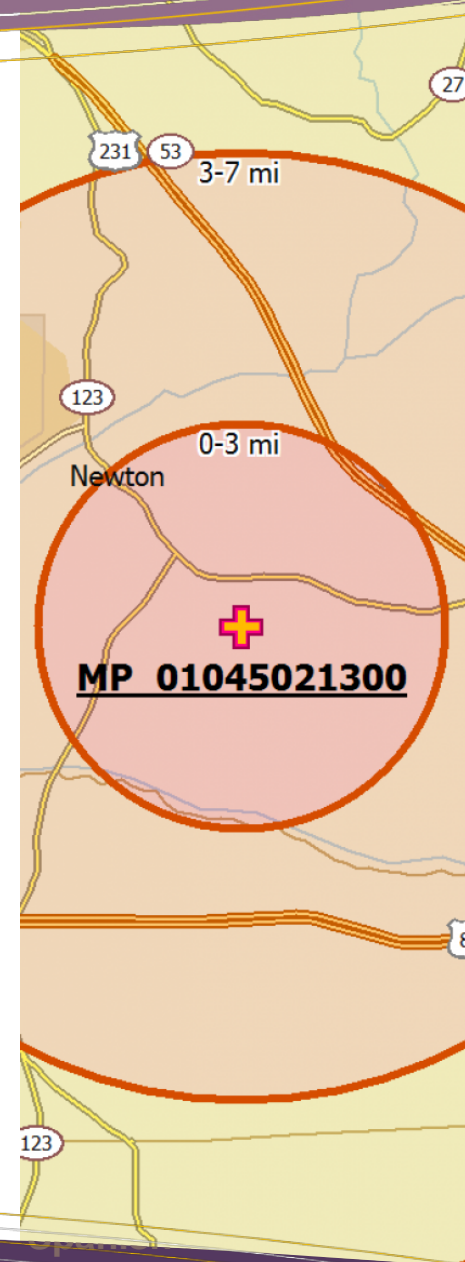
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Unreached Households by Lifestyle Segment

The table below lists 18 lifestyle segments in three social groups, A-Affluent Suburbia, B-Upscale America, and C-Small Town Success. For the 0-3 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	1,105	100%	657	100%
AFFLUENT SUBURBIA	4	0.36%	3	0.46%
America's Wealthiest	2	0.18%	2	0.3%
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	2	0.18%	1	0.15%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	28	2.53%	19	2.89%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	28	2.53%	19	2.89%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	57	5.16%	37	5.63%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	26	2.35%	17	2.59%
Urban Optimists	0	0%	0	0%
Family Convenience	31	2.81%	20	3.04%
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	1,105	100%	657	100%
BLUE COLLAR BACKBONE	17	1.54%	11	1.67%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	2	0.18%	1	0.15%
Lower Income Essentials	4	0.36%	3	0.46%
Small Town Endeavors	11	1%	7	1.07%
AMER. DIVERSITY	21	1.9%	15	2.28%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	17	1.54%	12	1.83%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	4	0.36%	3	0.46%
Mature America	0	0%	0	0%
METRO FRINGE	359	32.49%	250	38.05%
Steadfast Conservative	52	4.71%	36	5.48%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	307	27.78%	214	32.57%

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	1,105	100%	657	100%
REMOTE AMERICA	42	3.8%	24	3.65%
Hardy Rural Fam.	4	0.36%	2	0.3%
Rural Southern Living	33	2.99%	19	2.89%
Coal & Crops	5	0.45%	3	0.46%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	9	0.81%	7	1.07%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	9	0.81%	7	1.07%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	427	38.64%	189	28.77%
Industrious Country Living	50	4.52%	34	5.18%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	377	34.12%	155	23.59%

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	1,105	100%	657	100%
STRUGGLING SOCIETIES	18	1.63%	11	1.67%
Rugged Southern Style	9	0.81%	5	0.76%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	9	0.81%	6	0.91%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	125	11.31%	91	13.85%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	18	1.63%	13	1.98%
Urban Diversity	97	8.78%	70	10.65%
New Generation Activists	0	0%	0	0%
Getting By	10	0.9%	8	1.22%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%



Identifying Focus Groups in this Location

Within the 0-3 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?



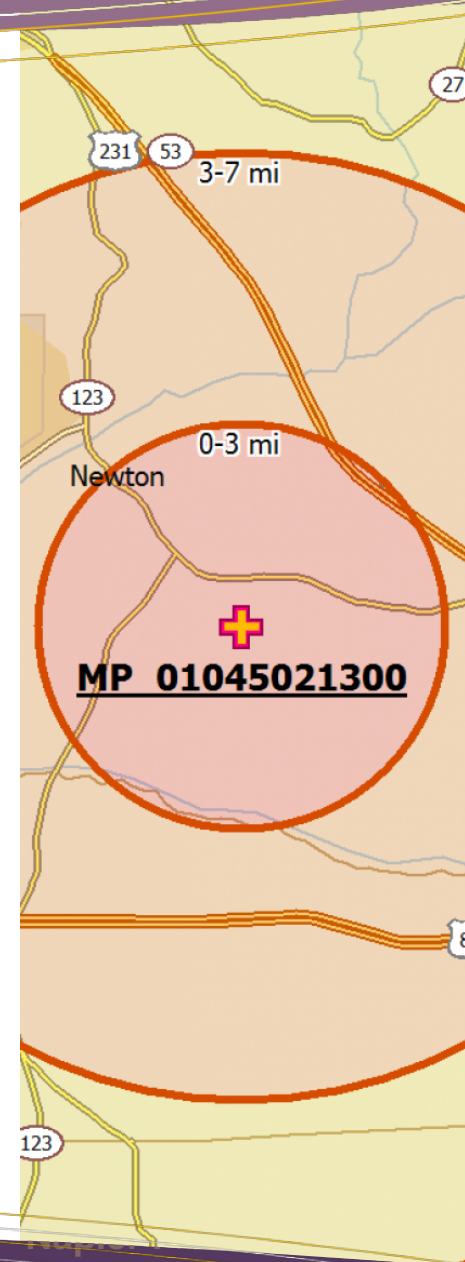
Potential Cultural Bridges

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).

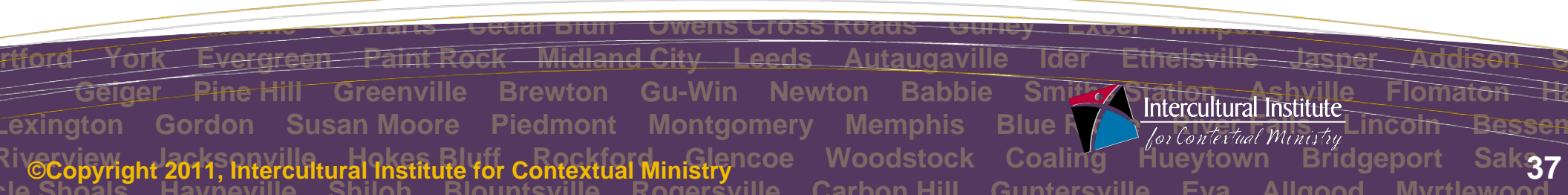


Potential Cultural Bridges

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%	79%	77%
Internet Use: E-Mail	46%	52%	51%
Use Comp. for Internet/E-mail	45%	61%	60%
Use Comp. for Comp. Games	36%	41%	39%
Use Comp. for Shopping	30%	38%	37%
Use Comp. for Word Processing	29%	42%	41%
Use Comp. for Education	26%	33%	32%
Use Comp. for Digital Camera Photo Editing	26%	35%	33%
HH Owns DVD Player	25%	31%	30%
Internet Use: Banking	23%	28%	27%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	23%	33%	32%
Internet Use: News/ Weather	20%	29%	29%
PC-Network-HH Has One	18%	24%	20%
Use Comp. for News/Info./Data Service	16%	25%	24%
HH Owns Video/Webcam	12%	11%	11%
Internet Use: Download Music Files	12%	7%	7%
Use Comp. for Accounting	11%	16%	15%
Internet Use: Research/ Education	11%	13%	12%
Internet Use: Movie Info./ Reviews/ Showtimes	10%	9%	9%
Use Comp. for Filing/DB Mngmnt	9%	14%	13%

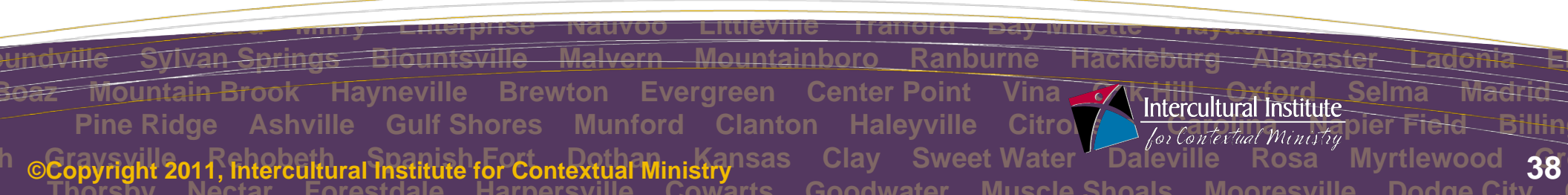


Potential Cultural Bridges

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	64%	68%	68%
Dining Out (Not Fast Food)	53%	60%	59%
Reading Books	49%	56%	55%
Card Games	42%	43%	42%
Gardening	37%	36%	35%
Board Games	34%	34%	33%
Cooking for Fun	33%	37%	36%
Go To A Beach/Lake	30%	38%	37%
Photography	18%	20%	20%
Visit Zoo	16%	20%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	67%	68%
Gen./Fam. Practitioner	40%	40%	40%
Backache	23%	21%	22%
None Of These	20%	20%	20%
Eye Dr.	19%	22%	22%
Dentist	19%	28%	29%
Any Arthritis	18%	15%	16%
High Cholesterol	16%	18%	18%
Hypertension/High Blood Pressure	16%	19%	19%
Overweight (30 Pounds Or More)	15%	13%	13%

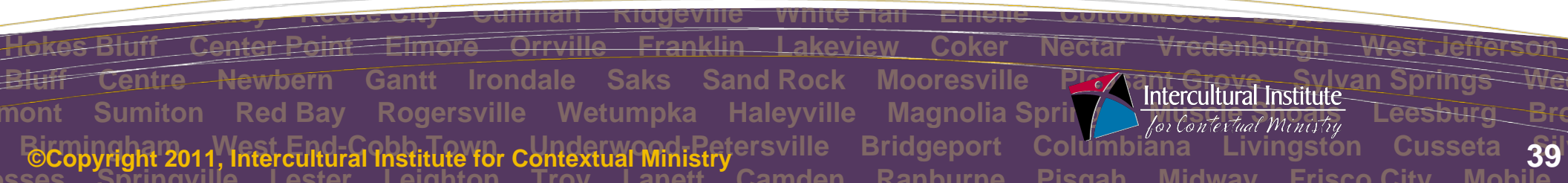


Potential Cultural Bridges

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	21.19%	29.42%	28.85%
Live Theater	13.8%	23.01%	22.45%
Rock/Pop Concerts Most Often	11.36%	15.36%	15.42%
Live Theater Most Often	10.99%	18.72%	18.33%
Country Concerts Most Often	7.47%	6.23%	5.61%
Dance Performance	5.84%	8.44%	9.16%
Movies: Action/Adventure	35.69%	38.45%	38.97%
Movies: Comedy	35.07%	39.9%	40.36%
Movies: Fam.	20.8%	20.93%	20.5%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	17.5%	21.42%	21.08%
Movies: Drama	16.55%	21.57%	21.99%
Movies: Mystery	14.48%	16.49%	17.69%
College Football Reg. Season	4.93%	8.27%	7.46%
MLB Baseball Reg. Season	3.66%	8.46%	8.37%
College Basketball Reg. Season	3.11%	5.51%	4.99%
NFL Football Reg. Season	3.01%	7.16%	7.15%
Auto Racing Events	2.53%	2.99%	2.88%
Bowling	2.47%	1.85%	1.67%



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	35.11%	41.33%	41.05%
Swimming	31.64%	35.55%	33.72%
Freshwater Fishing	25.37%	18.96%	17.6%
Camping Trips	22.54%	16.29%	15.35%
Bowling	21.99%	22.49%	21.44%
Hunting	17.28%	10.17%	9.27%
Billiards/Pool	16.18%	17.92%	18.03%
Basketball	15.69%	15.22%	14.8%
Target Shooting	12.16%	8.81%	8.38%
Weight Training	11.18%	16.86%	16.51%
Backpacking/Hiking	10.67%	10.85%	10.31%
Baseball	10.57%	10.87%	10.59%
Mountain/Road Biking	10.54%	13.46%	13%
Golf	10.3%	15.64%	14.57%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Jogging/Running	9.54%	14.84%	15.07%
Stationary Cycling	9.12%	12.56%	12.52%
Using Cardio Machine	8.76%	14.25%	14.22%
Saltwater Fishing	8.5%	7.79%	7.54%
Football	8.47%	9.89%	9.41%
Horseback Riding	7.63%	6.16%	5.72%
Aerobics	7.54%	10.73%	10.39%
Power Boating	7.46%	8.6%	8.13%
Volleyball	7.35%	8.06%	7.95%
Auto Racing	6.42%	3.46%	3.17%
Archery	6.09%	4.43%	4.19%
Tennis	5.82%	7.84%	7.41%
Fly Fishing	5.81%	4.8%	4.4%
Canoeing/Kayaking	5.75%	6.92%	6.9%



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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Softball	5.65%	7.08%	7.13%
Yoga	5.15%	6.85%	7.1%
Soccer	5.15%	6.81%	6.71%
Motorcycling	5.06%	6.06%	5.8%
Water Skiing	4.06%	4.63%	4.22%
Rock Climbing	3.97%	3.44%	3.43%
Snorkeling	3.9%	4.98%	4.82%
Ice Skating	3.8%	5.24%	5.19%
Skateboarding	3.79%	3.08%	3%
Jet Skiing	3.76%	4.88%	4.5%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.56%	3.5%	3.38%
Roller Skating	3.54%	4.79%	4.98%
Snowmobiling	2.97%	3.31%	3.32%
Hockey	2.87%	3.54%	3.4%
Downhill & X-Country Skiing	2.84%	5.32%	4.89%
Snowboarding	2.54%	3.01%	3.17%
Racquetball	2.53%	3.66%	3.57%
Sailing	2.41%	3.5%	3.42%
Rowing	2.09%	2.71%	2.65%
Surfing & Windsurfing	1.91%	2.3%	2.41%

Potential Cultural Barriers -- Introduction (part 1)

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

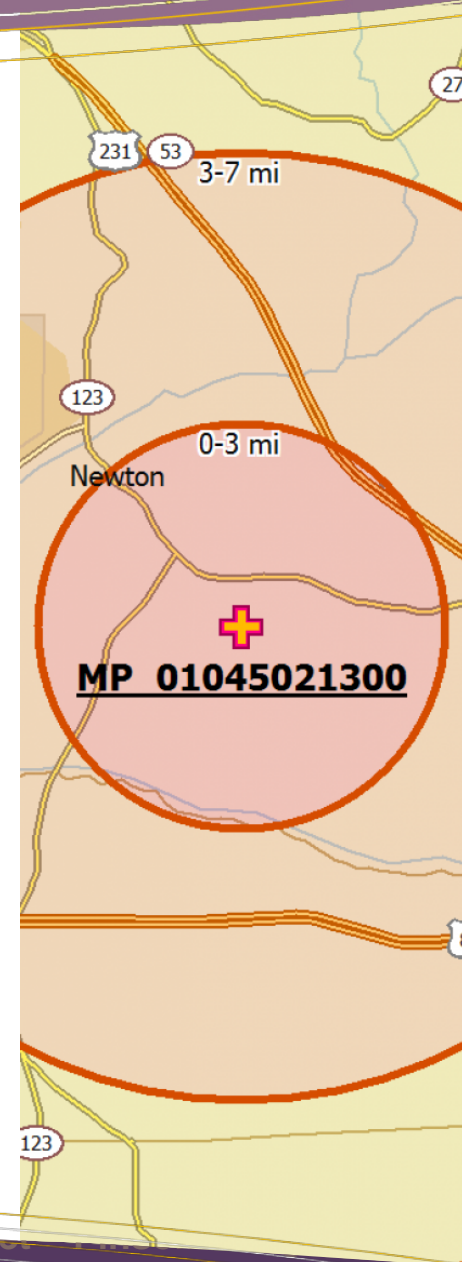
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

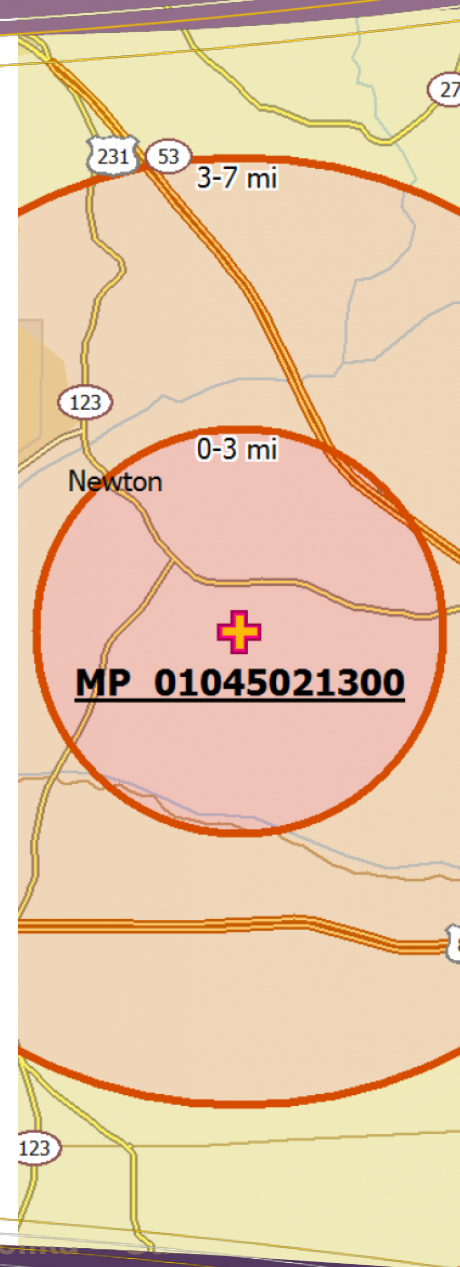
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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



Potential Cultural Barriers:

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

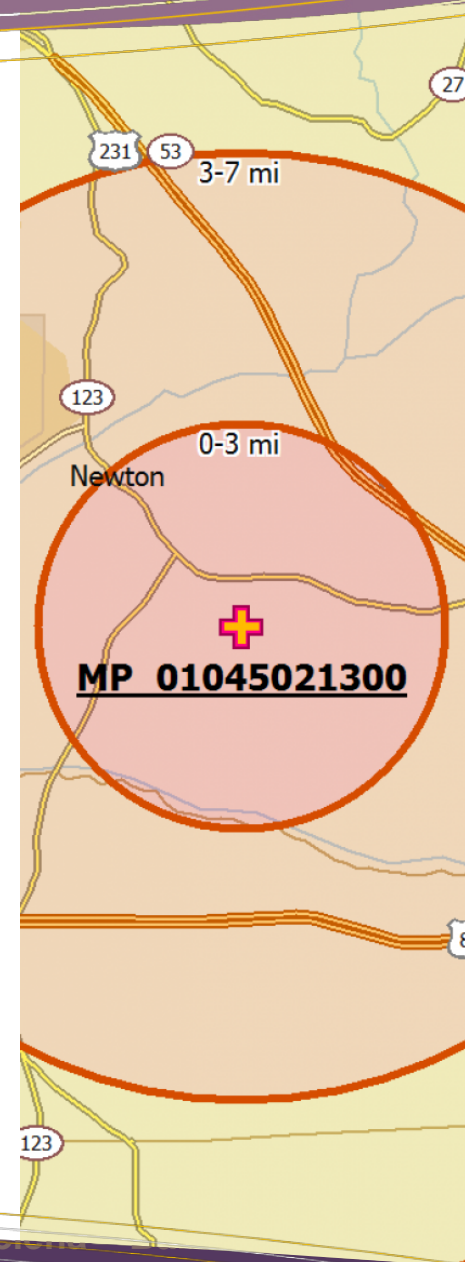
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	53%	51%	51%
Find It Difficult To Say No To My Kids	41%	39%	38%
Woman's Place Is In The Home	36%	34%	34%
Speak My Mind Even If It Upsets People	35%	35%	36%
Like Control Over People And Resources	35%	33%	33%
Like To Do Unconventional Things	30%	30%	29%
Don't Judge People/Way They Live Life	29%	29%	29%
Money Is Best Measure Of Success	25%	26%	26%
Like to Stand Out In A Crowd	24%	21%	21%
Too Much Sponsorship In Arts/Sports	24%	22%	23%
Prefer To Have Few Possessions As Possible	23%	34%	35%
Rarely Sit Down to a Meal Together At Home	21%	17%	17%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	21%	25%	25%
If Won Lottery Would Never Work Again	19%	28%	28%
Marijuana Should Be Legalized	18%	21%	20%
Like To Pursue Challenge/Novelty/Change	16%	18%	18%
I Am A Workaholic	16%	17%	18%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	11%	13%	13%
On Whole People Get What They Deserve	10%	10%	10%
We Should Strive for Equality for All	9%	12%	13%
Little I Can Do To Change My Life	8%	8%	8%
Indulge My Kids With The Little Extras	7%	8%	8%
Very Happy With My Life As It Is	7%	6%	6%

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.

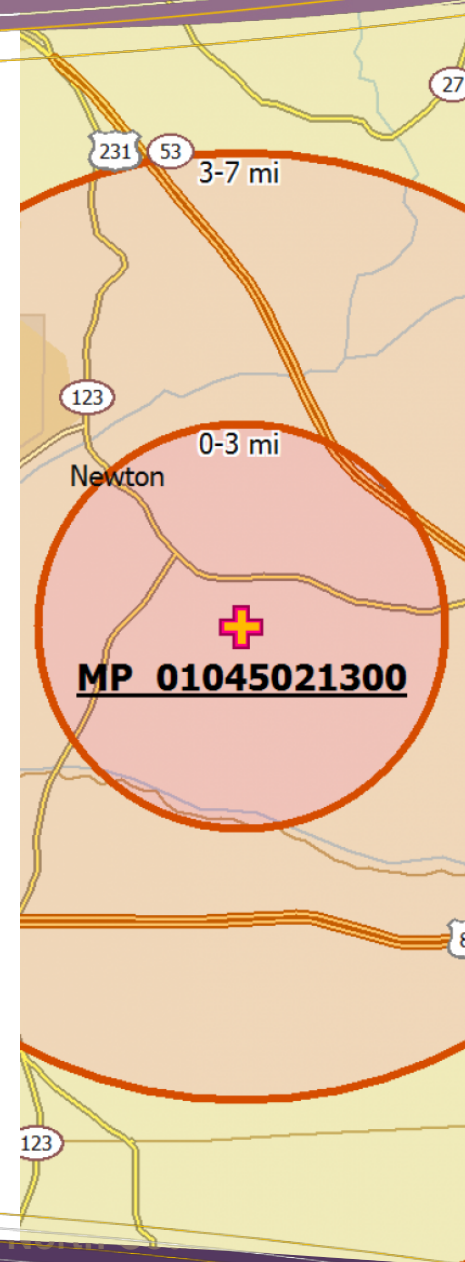
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	58%	65%	63%
You Should Seize Opportunities In Life	54%	56%	57%
Important Feel Respected By My Peers	35%	33%	33%
Like To Understand About Nature	34%	38%	38%
Prefer Work Part Of Team Than Alone	32%	34%	33%
Important To Juggle Various Tasks	32%	30%	30%
Good At Fixing Things	28%	26%	27%
Prefer To Have Few Possessions As Possible	23%	34%	35%
Have Keen Sense Of Adventure	22%	27%	27%
Like To Just Enjoy Life	20%	22%	22%
Is An Important Part Of Who I Am	18%	15%	16%
Consider Myself Interested In The Arts	18%	18%	19%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	17%	19%	19%
Looking for New Ideas To Improve Home	16%	16%	16%
People Have To Take Me As They Find Me	16%	23%	23%
Real Men Don't Cry	15%	16%	16%
Enjoy Spending Time With My Fam.	15%	13%	13%
Provide My Kids With The Little Extras	12%	11%	12%
Try Not To Worry About The Future	9%	13%	14%
Feel Very Alone In The World	5%	5%	5%
Would Like To Set Up Own Business	5%	4%	4%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	3%	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.

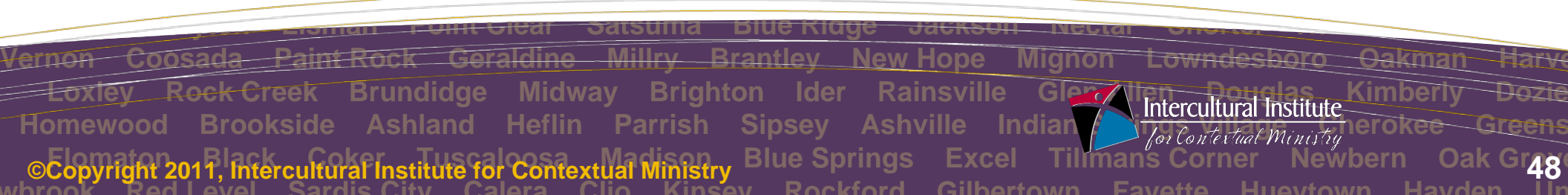


Potential Shared Places:

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
Fast Food/Drive-In	88.03%	85.76%	85.46%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.94%	83.33%	82.44%
Houses-Visit Any			
McDonald's	53.47%	56.08%	56.09%
Burger King	37.75%	36.18%	37.18%
Kentucky Fried Chicken (KFC)	33.33%	28.49%	28.7%
Subway	31.4%	31.12%	30.83%
Wendy's	30.01%	31.33%	30.68%
Pizza Hut	29.11%	22.65%	22.21%
Taco Bell	27.49%	27.7%	28.5%
Applebee's	23.42%	29.5%	29.92%
Sonic	23.4%	15.84%	14.8%
Arby's	22.92%	22.68%	22.73%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Cracker Barrel	20.09%	17.04%	15.88%
Dairy Queen	19.75%	17.72%	17.84%
Hardee's	18.29%	11.71%	10.91%
Red Lobster	16.15%	16.65%	16.91%
Olive Garden	15.67%	21.11%	21.18%
Long John Silver's	15.3%	9.73%	8.9%
Golden Corral	14.5%	11.14%	11.02%
Domino's Pizza	13.17%	13.26%	13.92%
Outback Steakhouse	11.98%	15.68%	15.54%
Krispy Kreme	11.47%	8.39%	8.28%
Ruby Tuesday	11.3%	11.98%	11.91%
Captain D's	11.14%	6.92%	6.64%

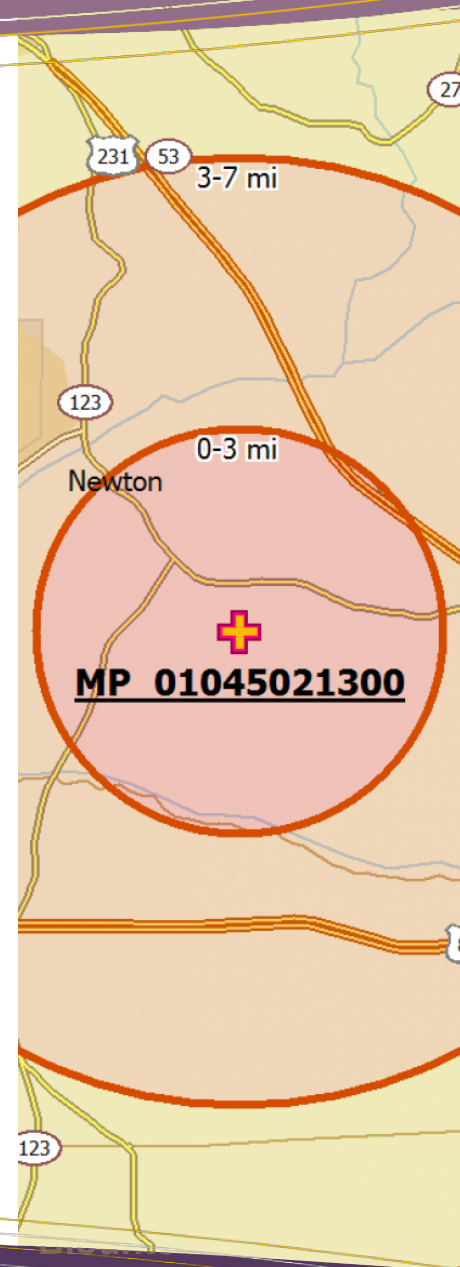


Potential Shared Projects

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.

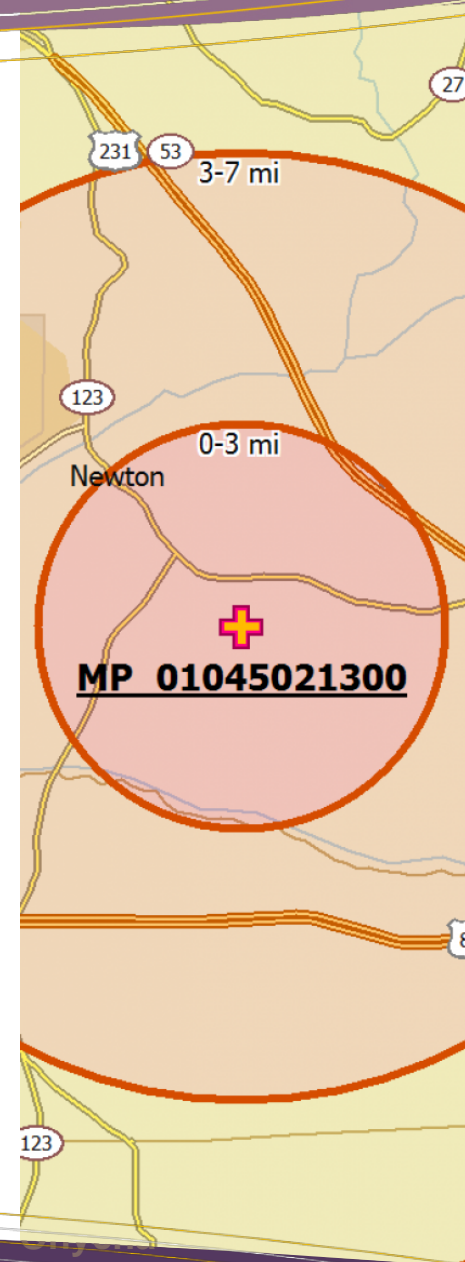
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	37.85%	47.42%	47.47%
Recycled products	24.6%	35.19%	35.26%
Worked as volunteer (non political)	14.85%	18.04%	17.58%
Engaged in fund raising	10.77%	12.43%	11.67%
Religious club member	8.08%	8.32%	7.95%
Church Board	5.44%	5.51%	5.21%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.09%	5.87%	5.89%
Charitable Organization	4.66%	5.86%	5.64%
Wrote to elected offcl about publ bus	4.44%	6.43%	6.32%
Union member	4.14%	5.12%	5.14%
Wrote to editor of mag or newspaper	4.08%	4.34%	3.98%
Addressed a public meeting	3.97%	5.22%	5.05%

Communication Media Content

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

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



Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Children's Books	13.96%	14.43%	13.68%
Novel	13.45%	18.36%	17.87%
Mystery	11.68%	12.55%	12.35%
Religious (not Bibles)	9.62%	9.26%	9.09%
Cookbooks	8.66%	10.24%	10.63%
Romance	8.13%	7.56%	7.15%
History	5.76%	7.43%	7.32%
Personal/Business	5.74%	7.18%	7.08%
Self-help			
Biography	5.03%	6.99%	6.93%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	52.36%	66.01%	67.74%
Gen. Editorial	42.43%	47.37%	47.95%
Womens	37.91%	41.96%	42.12%
Service	34.41%	36.9%	36.01%
Fishing/Hunting	17.04%	12.45%	12.16%
Mens	16.19%	17.96%	18.45%
Automotive	15.44%	13.05%	13.1%
Parenthood	14.47%	13.79%	13.72%
Health	13.9%	13.41%	13.41%

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	53.81%	56.18%	55.54%
Classified	38.62%	32.92%	32.86%
Editorial Page	29.3%	31.15%	30.88%
Sport	27.62%	32.22%	32.41%
Comics	27.4%	27.01%	27.18%
Food/Cooking	22.73%	25.53%	25.59%
TV/Radio Listings	20.74%	23.63%	23.99%
Business/Finance	19.9%	29.53%	29.61%
Movie Listings & Reviews	19.24%	24.69%	25.41%
Home/Gardening	17.34%	21.89%	21.71%
Science/Technology	13.32%	17.7%	17.74%
Travel	12.76%	19.87%	19.88%
Fashion	12.69%	15.17%	14.95%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	32.87%	22.44%	20.81%
CHR Contemp Hit Radio	16.06%	17.03%	17.56%
Adult Contemporary	14.47%	17.49%	17.65%
Urban Contemporary	10.22%	14.26%	15.94%
Classic Rock	10.06%	10.26%	9.95%
Oldies	8.82%	10.89%	11.12%
Rock	8.6%	10.77%	11.43%
Religious	6.91%	6.69%	6.41%
News/Talk	6.73%	12.33%	12.3%
Alternative	6.18%	9.01%	9.45%
Gospel	5.95%	3.76%	3.59%
Variety	4.21%	7.67%	8.05%
Soft Contemporary	4.06%	6.68%	6.5%
Classic Hits	3.37%	4.04%	3.94%
All Talk	2.28%	4.43%	4.45%
Sports	1.96%	4.48%	4.27%
Classical	1.87%	3.84%	3.82%
Public	1.74%	3.37%	3.13%

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Satellite Dish	61.11%	57.21%	55.05%
Fox News Channel	59.5%	65.12%	64.31%
Other Video-On-Demand	50.68%	43.32%	43.05%
Soapnet	49.68%	52.38%	51.9%
Adult Pay Per View TV	34.84%	34.29%	34.09%
Sci-Fi Channel	34.83%	37.11%	36.48%
MSNBC	29.74%	33.71%	33.48%
Subscribe Digital Cable	29.52%	30.74%	29.79%
TV Info From Sunday TV Magazine	28.31%	31.07%	30.09%
Nickelodeon	27.42%	28.86%	28.23%
TV Info From Monthly Cable Guide	26.39%	24.89%	24.45%
TV Info From Newspapers	24.45%	26.85%	26.7%

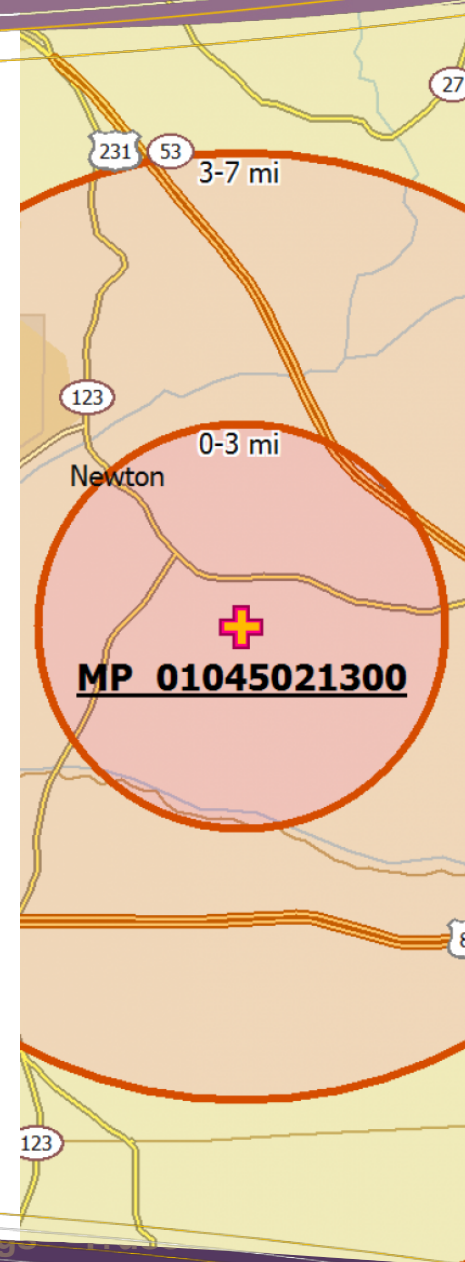
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TCM (Turner Classic Movies)	22.71%	26.32%	26%
Nick At Nite	21.95%	24.92%	24.3%
USA Network	21.42%	25.97%	25.2%
Video-On-Demand Movies	20.91%	23.38%	21.71%
Hallmark Channel	20.03%	26.93%	25.85%
TV Info From Other	19.52%	21.19%	21.27%
BET (Black Entertainment TV)	18.55%	23.59%	24.42%
Adult Swim	18.24%	26.44%	26.29%
Lifetime	17.9%	21.15%	21.2%
Premium Chan	17.24%	10.32%	9.41%
Video-On-Demand			
The Golf Channel	14.88%	24.41%	24.24%
Encore	14.81%	20.61%	20.1%

Communication Media Usage

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

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

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

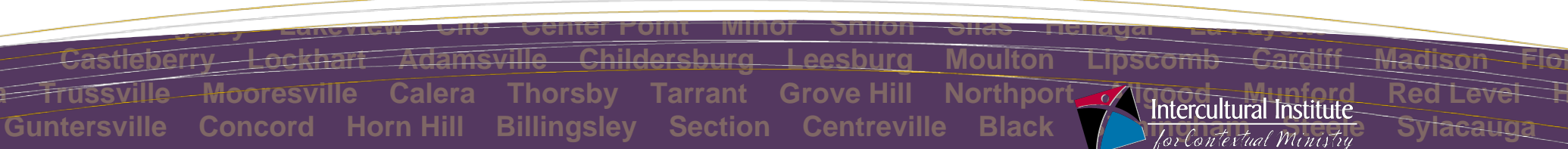


Potential Print Media Usage:

The tables below list 23 variables related to print media usage at this mission site. For each of the three bands -- 0-3 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+)	16.18%	20.76%	20.42%
Medium Users (4-6)	9.04%	10.85%	10.85%
Light Users (1-3)	20.2%	20.53%	20.33%
Quintiles (20%)			
Newspaper I (Heavy)	0.73%	0.95%	1.17%
Newspaper II	0.61%	1.22%	1.43%
Newspaper III	2.97%	2.3%	2.14%
Newspaper IV	0.49%	0.41%	0.44%
Newspaper V (Light)	1.46%	1.01%	1.04%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	16.82%	19.01%	19.05%
Magazines II	8.75%	8.38%	8.5%
Magazines III	9.03%	9.72%	9.49%
Magazines IV	10.01%	11.36%	11.36%
Magazines V (Light)	0.12%	0.56%	0.53%
Outdoor I (Heavy)	4.11%	6.32%	6.87%
Outdoor II	2.56%	2.72%	2.89%
Outdoor III	2.55%	3.34%	3.75%
Outdoor IV	23.09%	17.1%	16.9%
Outdoor V (Light)	24.22%	25.32%	25.55%
Yellow Pages I (Heavy)	13.98%	14.46%	14.87%
Yellow Pages II	4.25%	6.31%	6.27%
Yellow Pages III	5.75%	5.53%	5.95%
Yellow Pages IV	27.17%	22.5%	22.58%
Yellow Pages V (Light)	4.19%	3.61%	3.56%



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)	2.8%	2.85%	2.85%
Drive Time III (Medium)	0.7%	0.77%	0.76%
Radio IV & V (Light)	2.67%	2.21%	2.41%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.66%	9.64%	9.09%
Radio III (Medium)	4.18%	4.53%	4.66%
Radio IV & V (Light)	2.15%	2.85%	3.25%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	11.72%	14.25%	13.75%
Cable III (Medium)	8.05%	5.04%	4.8%
Cable IV & V (Light)	36.02%	33.73%	34.12%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.91%	3.68%	3.62%
Prime Time III (Medium)	2.53%	1.88%	1.8%
Prime Time IV & V (Light)	7.29%	8.27%	8.55%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.99%	41.37%	40.5%
Fringe III (Medium)	61.25%	54.04%	53.31%
Fringe IV (Light)	57.47%	55.76%	55.36%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	16.24%	14.22%	13.91%
All Day III (Medium)	27.64%	24.78%	24.04%
All Day IV (Light)	8.68%	13.56%	13.68%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	8.24%	11.68%	12.14%
6:00am - 10:00am	7.77%	16.35%	16.61%
10:00am - 3:00pm	5.04%	6.71%	7.91%
3:00pm - 7:00pm	14.02%	13.91%	14.41%
7:00pm - Midnight	9.02%	13%	13.35%
Midnight - 6:00am	2.78%	5.21%	6.21%
Weekend Radio			
Listeners			
Dayparts [summary]	11.06%	13.75%	14.32%
6:00am - 10:00am	2.36%	3.77%	3.95%
10:00am-3:00pm	2.57%	5.61%	5.82%
3:00pm - 7:00pm	5.61%	6.83%	7.34%
7:00pm - Midnight	6.48%	9.56%	9.3%
Midnight - 6:00am	6.67%	11.2%	11.67%

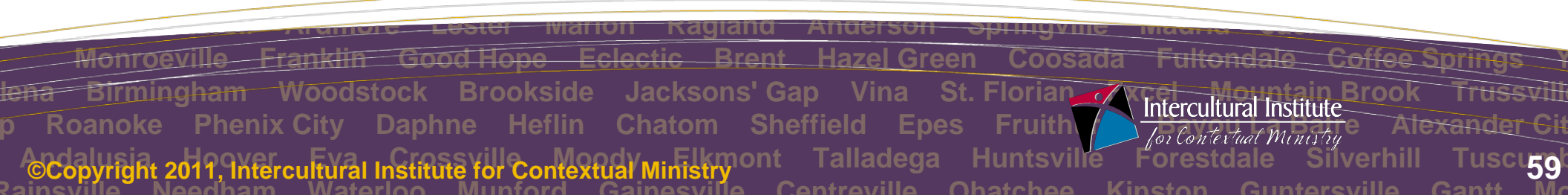
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	3.96%	8.4%	8.36%
Saturday: 8:00-11:00pm	5.88%	8.34%	8.58%
Sunday: 7:00-11:00pm	7.14%	10.19%	10.25%
9:00am-1:00pm	21.95%	24.92%	24.3%
9:00am-4:00pm	24.32%	28.51%	27.98%
4:00pm-7:00pm	21.18%	29.99%	29.08%
11:00pm-1:00am	35.13%	40.75%	41.25%
AVG Prime time	3.19%	3.15%	3.25%
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	11.43%	16.89%	17.13%
7-9am	11.55%	22.36%	23.73%
9am-12noon	18.09%	20.42%	19.73%
12noon-4pm	6.23%	8.09%	8.25%
4-6pm	34.8%	50.88%	49.07%
6-7pm	16.99%	18.59%	18.36%
7-7:30pm	0.78%	1.35%	1.44%
7:30-8pm	10.09%	10.12%	10.29%
8-11pm	3.96%	8.4%	8.36%
11pm-12am	29.74%	33.71%	33.48%
11pm-1am	35.13%	40.75%	41.25%
1-6am	17.96%	31.29%	32.09%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	13.78%	19.54%	19.49%
Sat: 10am-1pm	5.82%	8.38%	8.43%
Sat: 1-4pm	24.6%	26.12%	25.6%
Sat: 4-6pm	7.62%	7.48%	7.61%
Sat: 6-7pm	0.84%	1.94%	1.94%
Sat: 7-8pm	0.47%	1.12%	1.01%
Sat: 8-11pm	5.88%	8.34%	8.58%
Sat: 11pm-1am	2.95%	5.08%	5.25%
Sat: 1am-7pm	21.42%	25.97%	25.2%
Sun: 7-10am	2.55%	2.2%	2.14%
Sun: 10am-1pm	5.76%	6.93%	6.78%
Sun: 1-4pm	5.33%	6.88%	6.56%
Sun: 4-7pm	10.51%	13.24%	13.4%
Sun: 7-11pm	7.14%	10.19%	10.25%
Sun: 11pm-1am	1.95%	4.34%	4.68%
Sun: 1-7am	15.76%	21.54%	21.53%



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?

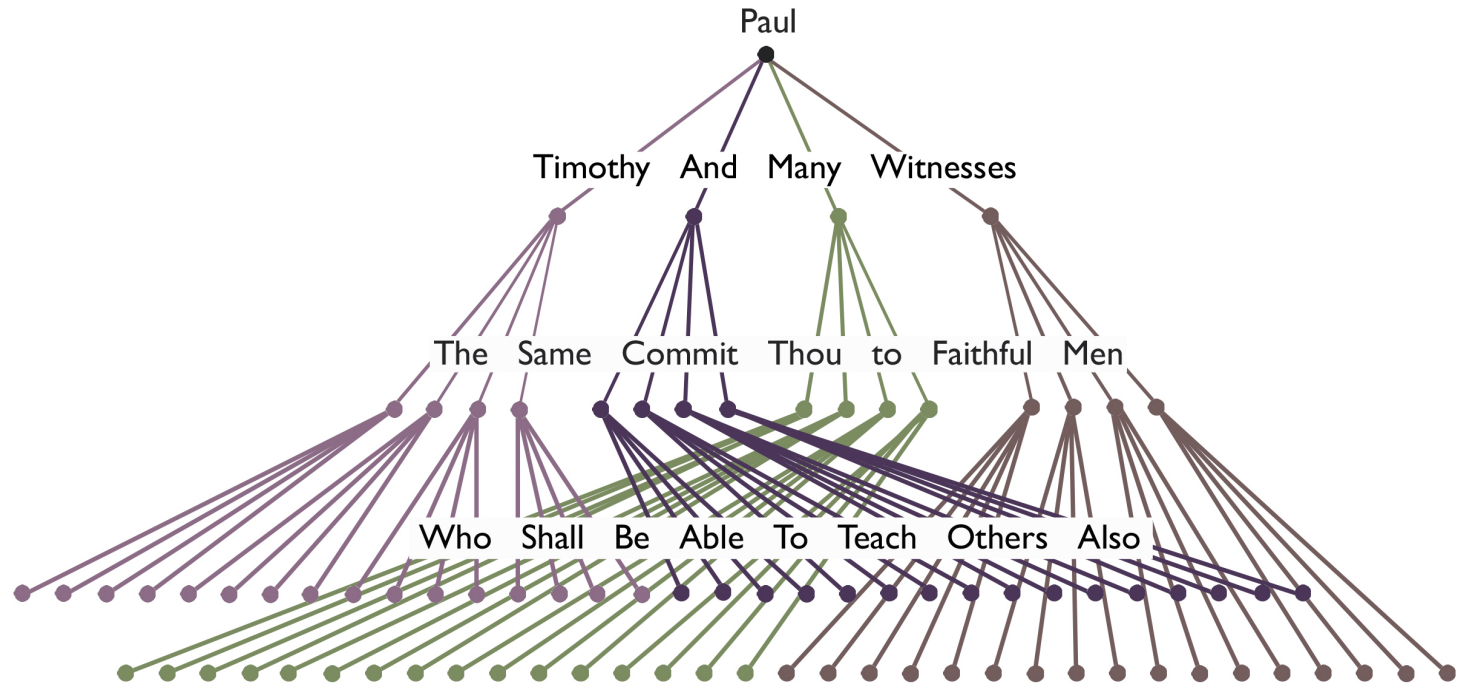


Biblical Missional Multiplication

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*

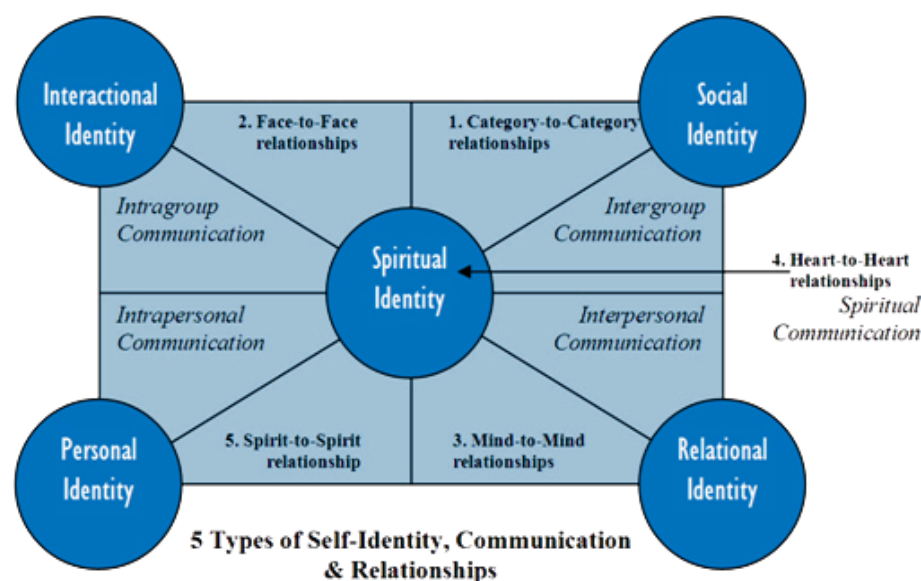


Establishing Redemptive Relationships

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.

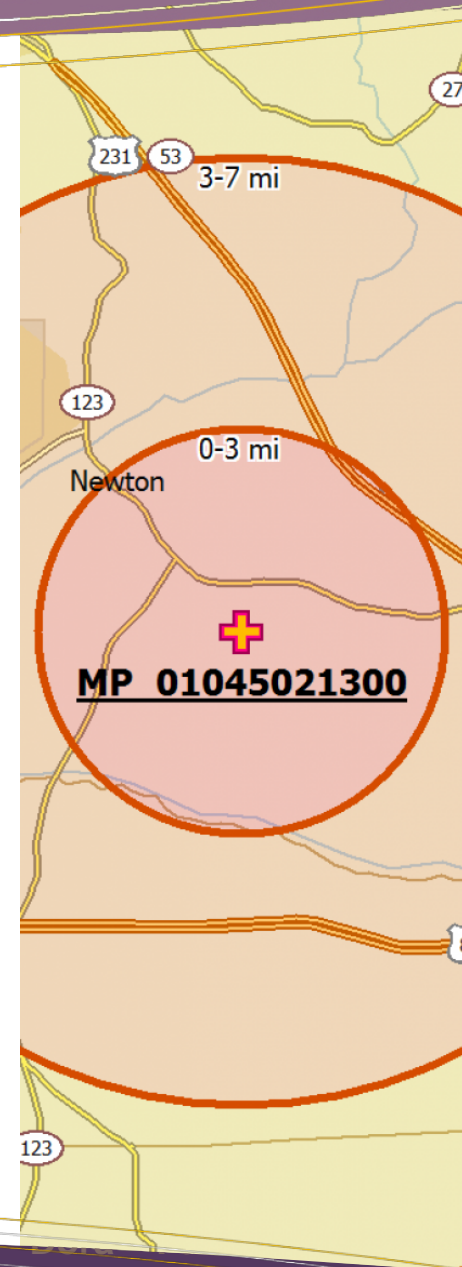


Your MissionSite and the Missional Suite

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. IICM provides access to a number of resources:

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



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	Pinckard	PO Box 188 Pinckard, AL 36371	0.81 mi	66	Declining
2	Midland City	PO Box 694 Midland City, AL 36350	2.39 mi	63	Declining
3	Cedar Grove	2797 County Road 14 Midland City, AL 36350	3.68 mi	64	Plateauing
4	Newton	PO Box 97 Newton, AL 36352	3.97 mi	93	Declining
5	Bethlehem	416 Bethlehem Rd Midland City, AL 36350	4.84 mi	122	Plateauing
6	Napier	301 Broadway St Dothan, AL 36303	4.89 mi	29	Declining
7	Rainbow Meadows	3480 Napier Field Rd Dothan, AL 36303	5.81 mi	79	Growing
8	Mt. Pleasant	2240 County Road 79 Dothan, AL 36303	5.85 mi	57	Growing
9	Pilgrim Home	13534 W US Highway 84 Newton, AL 36352	6.56 mi	126	Growing
10	Bethel	2291 County Road 31 Newton, AL 36352	6.62 mi	143	Declining
11	Bay Springs	1721 S Bay Springs Rd Dothan, AL 36305	6.73 mi	208	Plateauing
12	Mt. Enon	RR 1 Box 131 Midland City, AL 36350	6.89 mi	51	Growing
13	Chalkhead	495 County Road 35 Ozark, AL 36360	7.05 mi	127	Plateauing
14	Heritage	1951 Westgate Pkwy Dothan, AL 36303	7.29 mi	278	Declining
15	Pathway	3551 Flowers Chapel Rd Dothan, AL 36305	7.33 mi	136	Plateauing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Trinity Church of Dothan	229 Mance Newton Rd Dothan, AL 36303	7.37 mi	0	Plateauing
17	Pilgrim's Rest West	3176 Cumbie Rd. Newton, AL 36352	7.79 mi	32	Growing
18	Logan Road	3955 Will Logan Rd Ozark, AL 36360	7.94 mi	51	Growing
19	Mt. Gilead	2864 S Brannon Stand Rd Dothan, AL 36305	8.25 mi	676	Declining
20	Southside	902 S Hwy 123 Ozark, AL 36360	8.66 mi	510	Declining
21	Forest Hills	19 Price St Daleville, AL 36322	8.73 mi	60	Declining
22	Calvary Dothan	901 Montezuma Ave Dothan, AL 36303	8.78 mi	1,095	Growing
23	Beulah	3225 Headland Ave Dothan, AL 36303	8.94 mi	77	Growing
24	Ridgecrest	1231 Fortner St Dothan, AL 36301	9.88 mi	1,201	Plateauing
25	Dothan First	PO Box 2025 Dothan, AL 36302	10.10 mi	1,026	Growing
26	South Lena	511 S Lena St Dothan, AL 36301	10.47 mi	40	Plateauing
27	St James	PO Box 1842 Dothan, AL 36302	10.47 mi	78	Declining
28	Daleville	100 Donnell Blvd Daleville, AL 36322	10.50 mi	184	Plateauing
29	Concord	1350 County Road 14 Newville, AL 36353	10.65 mi	67	Plateauing
30	Hillcrest	246 Church Ave Ozark, AL 36360	10.69 mi	93	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Selma	3255 S Park Ave Dothan, AL 36301	10.71 mi	255	Plateauing
32	Taylor	4156 Taylor Rd Taylor, AL 36301	10.83 mi	71	Declining
33	Southside	423 E Cottonwood Rd Dothan, AL 36301	11.17 mi	600	Declining
34	Kinsey	6745 Walden Dr Kinsey, AL 36303	11.19 mi	152	Plateauing
35	Ridgecrest	1971 Deese Rd Ozark, AL 36360	11.27 mi	138	Growing
36	Union	4149 County Road 44 Hartford, AL 36344	11.33 mi	56	Declining
37	Camp Ground	3898 Andrews Ave Ozark, AL 36360	11.33 mi	117	Declining
38	Rocky Mount	11 Pineway Drive Daleville, AL 36322	11.41 mi	33	Declining
39	Ebenezer	332 Skeeter Creek Ln Hartford, AL 36344	11.64 mi	15	Declining
40	Mt. Pisgah	3286 County Rd 83 Newville, AL 36353	11.80 mi	41	Declining
41	Cloverdale	806 Dexter St Dothan, AL 36301	11.81 mi	333	Growing
42	Ozark	282 S Union Ave Ozark, AL 36360	11.84 mi	324	Declining
43	Malvern	PO Box 97 Malvern, AL 36349	11.90 mi	212	Growing
44	Headland First	301 E Church St Headland, AL 36345	11.94 mi	373	Plateauing
45	Vision	136 Old Highway 134 Daleville, AL 36322	11.99 mi	44	Growing



6 Wateroak Court
North Augusta, SC 29841

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

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CONTACT US:

Email: cwatke@iicm.net
Office: 803-279-5828
Web: www.iicm.net
www.apept.org
www.missionalcoach.org
www.missionalcontext.org
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