

MissionSite

top unreached locations



GADSDEN, AL

CENSUS TRACT: 01055001200

REGION: Northern Region

ASSOCIATION: Etowah

DISTRICT: 02: Northeast Mountain District

COUNTY: Etowah

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

MissionSite (TM) Table of Contents

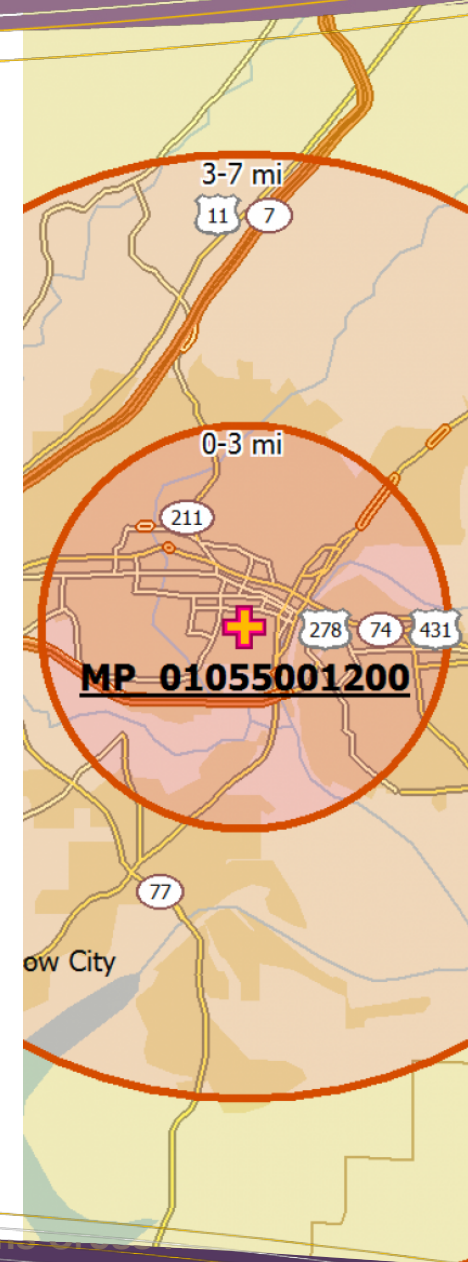
1	Site Location Summary	3
2	Spirituality Indicators	11
3	Current Demographic Summary	15
4	Projected Demographic Summary	20
5	Ethnographic Summary	25
6	Unreached Households by Lifestyle Segment	30
7	Identifying Focus Groups in this Location	35
8	Potential Cultural Bridges	36
9	Potential Cultural Barriers	42
10	Potential Cultural Themes	45
11	Potential Shared Places	47
12	Potential Shared Projects	49
13	Communication Media Content	51
14	Communication Media Usage	55
15	Using the Bridges, Barriers, Themes, etc.	59
16	Biblical Missional Multiplication	61
17	Establishing Redemption Relationships	62
18	Your MissionSite and the Missional Suite	63
19	Notes and Sources	65
20	Appendix: ALSBOM Churches by Distance	66



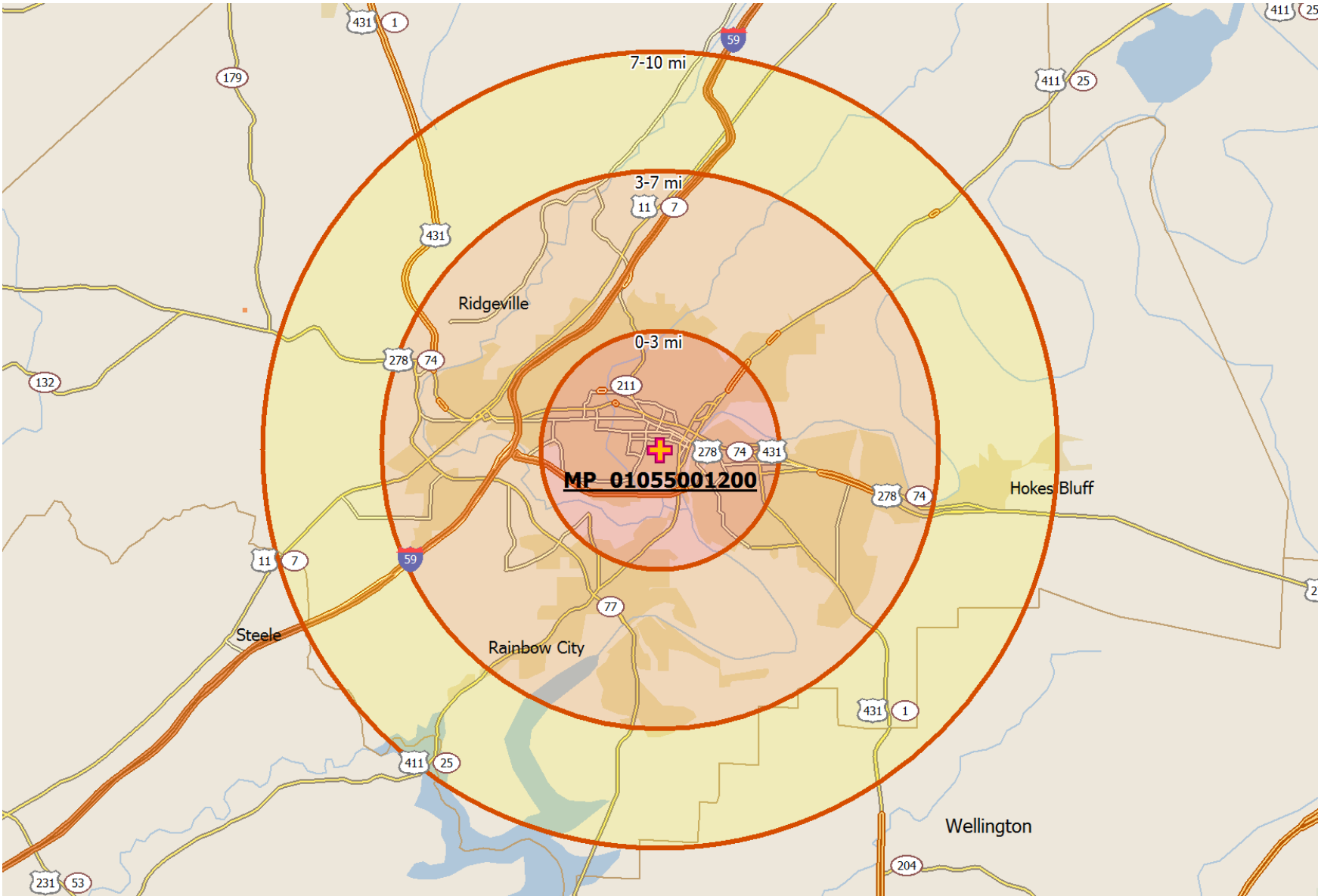
Site Location Summary

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	0101	Northern Region
2	Association	1280	Etowah
3	District	02	Northeast Mountain District
4	County Location	01055	Etowah
5	Zipcode	35901	Etowah
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.24	Medium towns adjacent to a medium town
9	Sitescape Density Pattern	K	50000-50000-50000



Site Location Summary - Map of the Site Location



Site Location Summary - Urbanicity

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

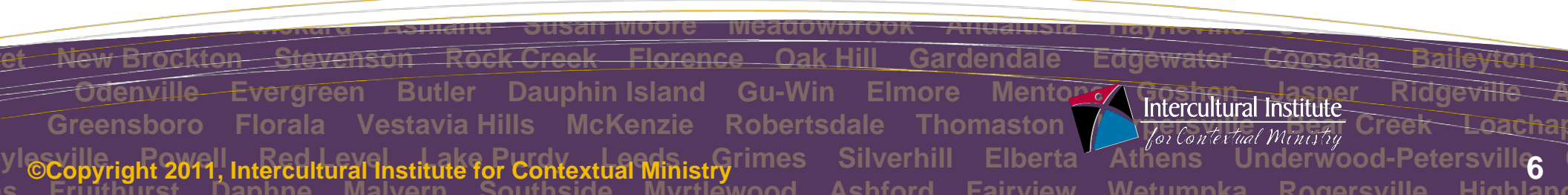
	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	3	County in metro area of fewer than 250,000 population
4	NCHS Rural Urban Codes	4	Small Metro - counties in a metropolitan statistical area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

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	29,883	37,645	18,463
2010 Households	13,105	15,620	7,337
2010 Group Quarters Population	1,324	686	78

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	38	31	24
Language Diversity National Index	21	7	3
Foreign Born Diversity National Index	29	66	60
Ancestry Diversity National Index	20	56	63
Racial Diversity National Index	65	26	14



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	1	True
Federal/State government-dependent county indicator	0	False
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	970	7.4%
Mainstay Communities	Established, Diverse Households	951	7.26%
Working Communities	Blue-collar, Working Families	4,228	32.26%
Country Communities	Rural, Agri. & Mining Families	409	3.12%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,097	8.37%
Urban Communities	High Density, Inner-city Neighborhoods	5,449	41.58%

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	28,000	9,111	32.54%
Unreached %	64.59%	69.52%	107.63
Religious But NOT Evangelical HH	7,151	2,924	40.88%
Religious But NOT Evangelical %	16.5%	22.31%	135.23
Spiritual But NOT Relig or Evang HH	3,954	1,021	25.82%
Spiritual But NOT Relig or Evang %	9.12%	7.79%	85.4
Not Evangelical, Not Interested HH	17,108	5,345	31.24%
Not Evangelical, Not Interested %	39.47%	40.79%	103.34



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	108	34	31.48%
Active ALSBOM Attenders	13,746	5,358	38.98%
Active Evangelical Households	10,585	2,754	26.02%
Active Evangelical Percent	24.42%	21.02%	86.06
Inactive Evangelical Households	4,762	1,239	26.02%
Inactive Evangelical Percent	10.99%	9.46%	86.08
# 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	South Highland	0.38 mi	33	Declining
2	Gadsden First	0.46 mi	333	Plateauing
3	RiverEast	0.58 mi	69	Declining
4	Twelfth Street	0.76 mi	457	Plateauing
5	Hopkins Chapel	0.83 mi	0	Plateauing
6	East Walnut	1.11 mi	30	Plateauing
7	Mt. Carmel	1.41 mi	60	Plateauing
8	Triune	1.41 mi	29	Plateauing
9	Oak Park	1.46 mi	40	Growing
10	North Gadsden	1.47 mi	95	Plateauing
11	South Gadsden	1.57 mi	43	Growing
12	East Gadsden	1.59 mi	486	Declining
13	South Eleventh St.	1.75 mi	22	Declining
14	Edgewood	1.85 mi	56	Declining
15	Kyle Avenue	1.85 mi	44	Declining

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	CrossPoint Community Church	1.96 mi	1,005	Growing
17	Primera Iglesia Bautista Hispana Etowah	1.96 mi	26	Declining
18	Forrest Avenue	1.98 mi	43	Growing
19	College Heights	2.07 mi	279	Plateauing
20	Paden	2.21 mi	130	Declining
21	Bellevue	2.31 mi	396	Declining
22	Malone	2.33 mi	124	Plateauing
23	Lookout Avenue	2.37 mi	30	Declining
24	Central Avenue	2.38 mi	46	Growing
25	Dwight	2.44 mi	242	Growing
26	Eastside	2.46 mi	37	Growing
27	Central Missionary	2.46 mi	29	Plateauing
28	North Highland	2.53 mi	40	Plateauing
29	Walnut Park	2.71 mi	111	Plateauing
30	Walnut Grove	2.72 mi	33	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

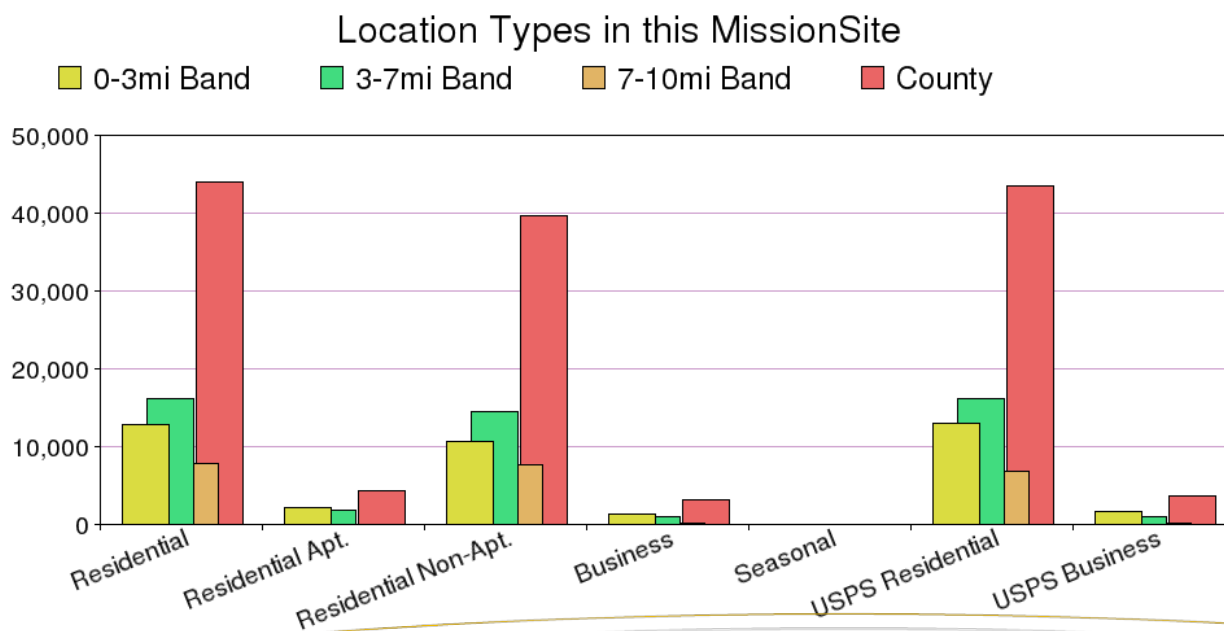
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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	99,840	35,373	35.43%
2000 Population	103,459	32,450	31.37%
2010 Population	103,858	29,883	28.77%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	38,675	14,829	38.34%
2000 Households	41,615	13,740	33.02%
2010 Households	43,347	13,105	30.23%

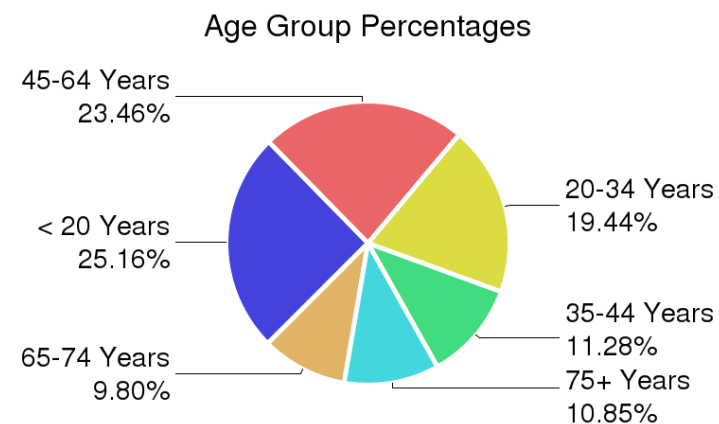


Location Type	0-3mi Band
Residential	12,777
Residential Apt.	2,089
Residential Non-Apt.	10,688
Business	1,376
Seasonal	0
USPS Residential	12,997
USPS Business	1,623

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	4.85%	5.37%	110.72
4-5 Years	2.51%	2.44%	97.21
6-8 Years	3.8%	3.86%	101.58
9-11 Years	3.86%	3.72%	96.37
12-13 Years	2.6%	2.33%	89.62
14-17 Years	5.18%	4.87%	94.02
18-19 Years	2.59%	2.58%	99.61
0-5 Years	7.36%	7.81%	106.11
6-12 Years	8.95%	8.74%	97.65
13-19 Years	9.07%	8.61%	94.93
< 20 Years	25.38%	25.16%	99.13
20-34 Years	18.01%	19.44%	107.94
35-44 Years	12.73%	11.28%	88.61
45-64 Years	26.85%	23.46%	87.37
65-74 Years	9.01%	9.8%	108.77
75+ Years	8.02%	10.85%	135.29
Median Age	40	42	103.6
Median Age (Male)	38	38	100.21
Median Age (Female)	42	45	106.39

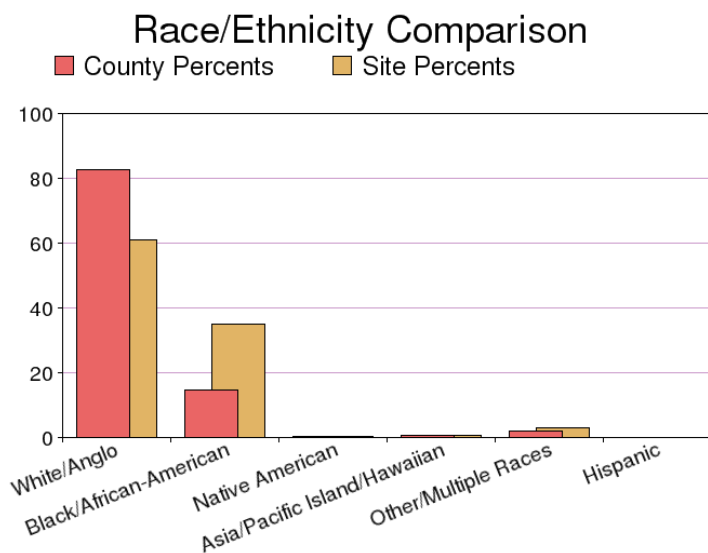
Current Demographic Summary

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	82.58%	60.95%	73.81
Black, African-American	14.64%	35.13%	240.01
Native American	0.35%	0.28%	80.49
Asian	0.53%	0.6%	113.33
Pacific Island, Hawaiian	0.05%	0.13%	275.14
Other/Multiple Races	1.85%	2.9%	156.7
Hispanic	0%	6.16%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	71,314	20,234	
Less than 9th Grade	6.57%	8.12%	80.91
No High School Diploma	11.43%	13.79%	82.88
High School Graduate	33.61%	31.29%	107.39
Some College, no degree	22.86%	22.71%	100.63
Associate Degree	8.87%	8%	110.95
College Degree	10.06%	9.48%	106.07
Graduate/Prof. degree	6.6%	6.59%	100.07

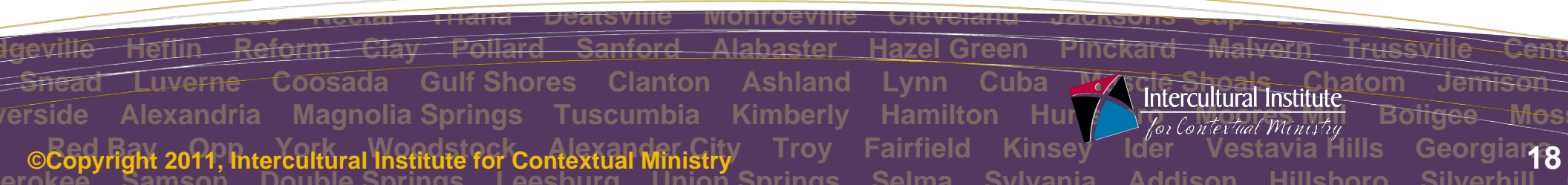


Current Demographic Summary

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	10.54%	16.05%	196.17
\$10,000 to \$19,999	17.08%	22.88%	134
\$20,000 to \$29,999	14.55%	15.41%	105.87
\$30,000 to \$49,999	22.04%	21.66%	98.28
\$50,000 to \$59,999	6.63%	4.85%	73.11
\$60,000 to \$69,999	6.62%	5.07%	76.53
\$70,000 to \$79,999	5.11%	2.87%	56.12
\$80,000 to \$89,999	3.79%	1.94%	51.1
\$90,000 to \$99,999	2.45%	1.18%	48.32
\$100,000 to \$124,999	6.25%	4.95%	79.21
\$125,000 to \$149,999	2.75%	1.59%	57.81
\$150,000 to \$199,999	1.29%	0.91%	70.29
\$200,000 to \$249,999	0.32%	0.21%	65.19
\$250,000 or more	0.58%	0.43%	74.09
Median Household	36,006	29,311	81.41
Average Household	49,475	41,637	84.16
Per Capita Household	21,073	18,366	87.15
Family/Non-Family Household Income			
Median Family Income	45,752	39,307	85.91
Average Family Income	59,545	50,187	84.28
Median Non-Family Income	19,342	19,378	100.19
Average Non-Family Income	26,471	25,961	98.07



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	69.55%	59.49%	85.53
Families with Children	33.46%	29.74%	88.91
Families without Children	36.1%	29.74%	82.4
Non-Family Households			
% Non-Family Households	30.45%	40.51%	133.05
Non-Families with Children	0.28	0.35	125.75
Non-Families without Children	30.17	40.16	133.12
Housing Units			
			Index
Total Housing Units	48,830	15,426	
Vacant percent	11.23%	15.05%	134.05
Owned percent	63.78%	49.22%	77.17%
Rented Percent	24.99%	35.73%	142.98
Households by Size			
			Index
Avg household size	2.35	2.18	92.77
Avg family hh size	2.90	2.88	99.31
Avg non-family hh size	1.09	1.14	104.59
Households By Count of Persons			
			Percent
One	11,959	4,766	39.85%
Two	15,716	4,354	27.7%
Three or Four	13,028	3,206	24.61%
Five+	2,644	778	29.43%

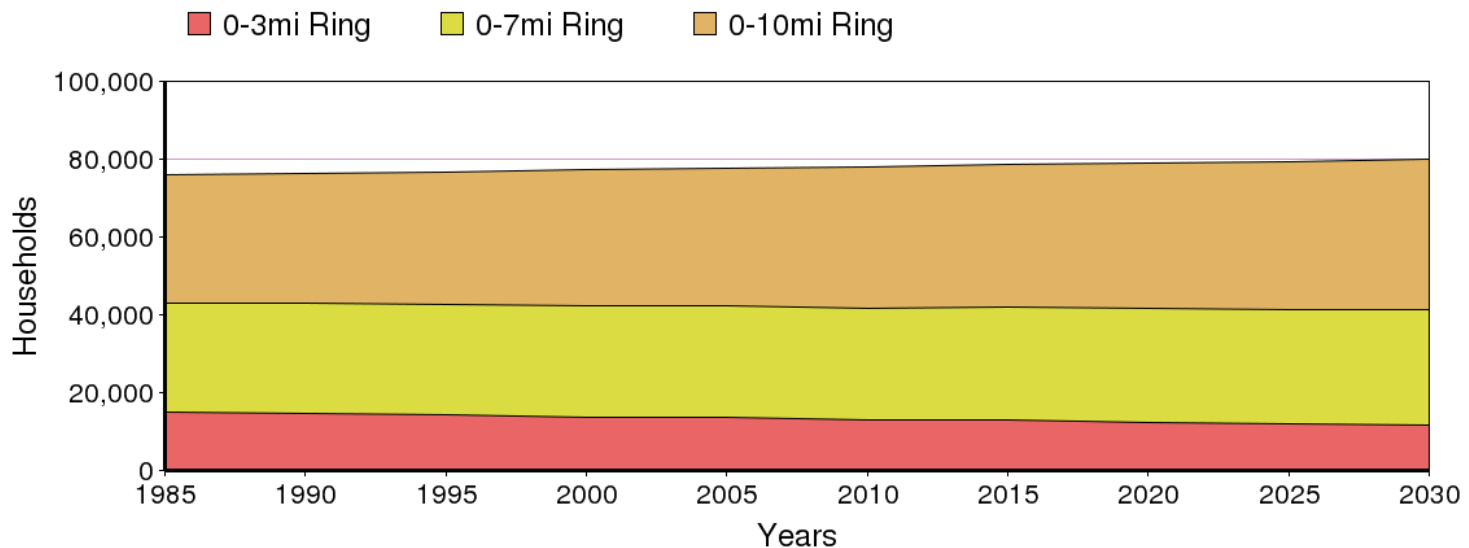
Projected Demographic Summary

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	99,840	35,373	35.43%
2000 Population	103,459	32,450	31.37%
2010 Population	103,858	29,883	28.77%
2015 Population	104,913	29,608	28.22%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	38,675	14,829	38.34%
2000 Households	41,615	13,740	33.02%
2010 Households	43,347	13,105	30.23%
2015 Households	43,996	13,043	29.65%

Household Change from 1985 to 2030



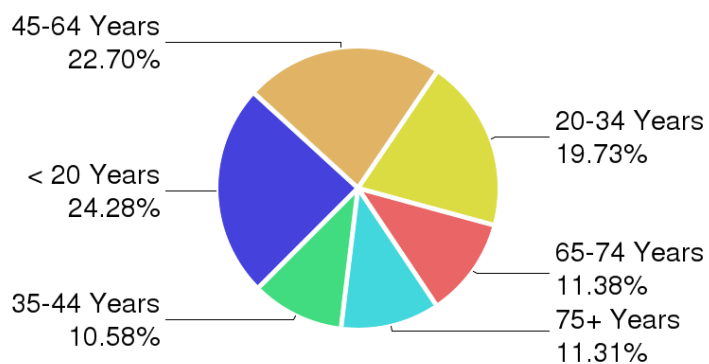
Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.37%	5.27%	98.14
4-5 Years	2.44%	2.34%	95.9
6-8 Years	3.86%	3.74%	96.89
9-11 Years	3.72%	3.47%	93.28
12-13 Years	2.33%	2.21%	94.85
14-17 Years	4.87%	4.68%	96.1
18-19 Years	2.58%	2.55%	98.84
0-5 Years	7.81%	7.62%	97.57
6-12 Years	8.74%	8.32%	95.19
13-19 Years	8.61%	8.34%	96.86
< 20 Years	25.16%	24.28%	96.5
20-34 Years	19.44%	19.73%	101.49
35-44 Years	11.28%	10.58%	93.79
45-64 Years	23.46%	22.7%	96.76
65-74 Years	9.8%	11.38%	116.12
75+ Years	10.85%	11.31%	104.24
Median Age	40	42	105.29
Median Age (Male)	38	40	103.26
Median Age (Female)	42	45	107.37

Projected Age Group Percentages



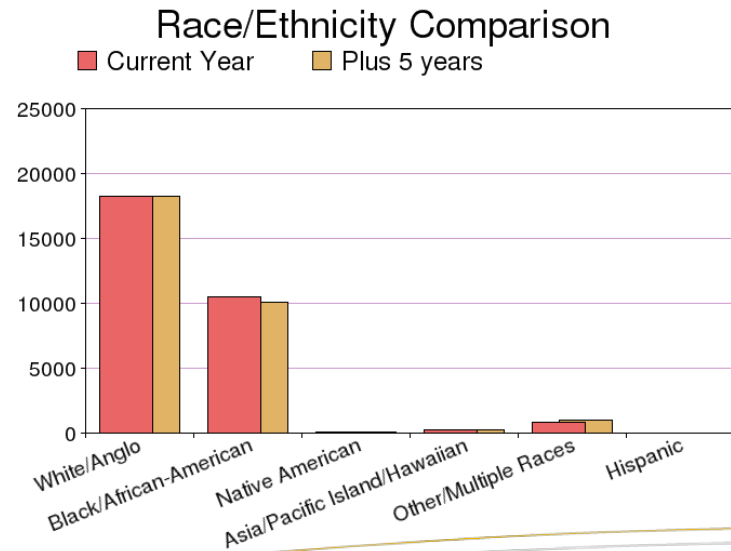
Projected Demographic Summary

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
Race/Ethnicity			
White, Anglo	60.95%	61.51%	100.91
Black, African-American	35.13%	33.96%	96.65
Native American	0.28%	0.3%	104.49
Asian	0.6%	0.67%	111.02
Pacific Island, Hawaiian	0.13%	0.15%	119.52
Other/Multiple Races	2.9%	3.42%	117.81
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	20,234	20,139	
Less than 9th Grade	8.12%	7.01%	86.23
No High School Diploma	13.79%	11.09%	80.42
High School Graduate	31.29%	32.05%	102.41
Some College, no degree	22.71%	23.3%	102.57
Associate Degree	8%	9.03%	112.89
College Degree	9.48%	10.36%	109.22
Graduate/Prof. degree	6.59%	7.17%	108.76



Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< \$10,000	16.05%	14.59%	90.92
\$10,000 to \$19,999	22.88%	23.02%	100.61
\$20,000 to \$29,999	15.41%	15.07%	97.79
\$30,000 to \$49,999	21.66%	21.32%	98.42
\$50,000 to \$59,999	4.85%	4.75%	97.94
\$60,000 to \$69,999	5.07%	5.27%	103.96
\$70,000 to \$79,999	2.87%	3.06%	100.74
\$80,000 to \$89,999	1.94%	2.22%	109.18
\$90,000 to \$99,999	1.18%	1.2%	101.77
\$100,000 to \$249,999	4.95%	5.87%	118.59
\$125,000 to \$149,999	1.59%	1.83%	115.45
\$150,000 to \$199,999	0.91%	1.05%	115.67
\$200,000 to \$249,999	0.21%	0.19%	93.03
\$250,000 or more	0.43%	0.44%	102.27
Median Household	29,311	30,784	105.03
Average Household	41,637	43,900	105.44
Per Capita Household	18,366	19,453	105.92
Family/Non-Family Household Income			
Median Family Income	39,307	42,864	109.05
Average Family Income	50,187	54,445	108.48
Median Non-Family Income	19,378	20,218	104.33
Average Non-Family Income	25,961	26,651	102.66

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	59.49%	58.98%	99.15
Families with Children	29.74	30.04	100.99
Families without Children	29.74	29.1	97.82
Non-Family Households			
% Non-Family Households	40.51%	41.02%	101.25
Non-Families with Children	0.35	0.37	101.25
Non-Families without Children	40.16	40.65	101.22
Housing Units			
Total Housing Units	15,426	15,355	99.54%
Vacant percent	15.05%	15.05%	99.99
Owned percent	49.22%	49.16%	99.87
Rented Percent	35.73%	35.79%	100.17
Households by Size			
Avg household size	2.18	2.17	99.54%
Avg family hh size	2.88	2.90	100.69%
Avg non-family hh size	1.14	1.12	98.25%
Households By Count of Persons			
One	4,766	4,811	100.94%
Two	4,354	4,284	98.39%
Three or Four	3,206	3,174	99%
Five+	778	774	99.49%

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	849	606	99
Northern Europe	22	18	13
Western Europe	36	33	15
Southern Europe	2	27	4
Eastern Europe	6	23	0
Other Europe	0	0	0
Eastern Asia	49	104	18
So. Central Asia	45	23	18
SE Asia	25	40	2
Western Asia	28	33	0
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	14	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	12	0	0
Other Africa	0	0	0
Oceania	17	14	0
Caribbean	70	17	1
Central Amer.	462	153	13
South America	47	105	10
North America	14	16	5
Born at sea	0	0	0



Language Summary

The table below provides the percentage of population over the age of 5 who speak these languages within the three site bands. The data is based upon the 2000 Census SF3 dataset.

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	27,945	37,011	14,222
Spanish	979	707	127
Other Indo-Euro language	207	166	82
French (incl. Patois, Cajun)	52	31	14
French Creole	7	0	0
Italian	6	3	5
Portuguese	18	20	0
German	65	59	57
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	3	18	2
Polish	0	25	4
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	8	0	0
Persian	0	0	0
Gujarathi	0	0	0
Hindi	48	10	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	0
Asian/PI languages	0	0	0
Chinese	0	41	0
Japanese	18	3	0
Korean	16	15	0
Mon-Khmer, Cambodian	6	0	0
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	17	0
Other Asian	0	0	27
Tagalog	7	6	0
Other Pacific Is	45	0	0
Other languages	65	24	11
Navajo	0	0	0
Other Native N. American	0	0	8
Hungarian	0	0	0
Arabic	45	24	0
Hebrew	0	0	0
African languages	20	0	0
Other unspecified	0	0	3

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	22,509	26,145	9,678
Arab	35	29	0
Armenian	3	3	0
Austrian	0	5	4
British	60	106	44
Canadian	0	31	4
Croatian	8	0	0
Czech	10	35	12
Czechoslovak	0	0	0
Danish	5	35	3
Dutch	186	334	118
English	1,572	3,287	1,090
European	155	302	100
Finnish	14	10	2
French (not Basque)	132	302	71
French Canadian	24	54	5
German	749	1,646	596
Greek	10	48	0
Hungarian	20	38	1
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,424	2,580	938
Italian	185	368	93
Lithuanian	2	10	0
Norwegian	28	74	12
Polish	48	122	23
Portuguese	2	9	0
Romanian	1	6	0
Russian	5	40	18
Scandinavian	0	6	7
Scotch-Irish	430	763	171
Scottish	270	437	119
Slovak	0	9	7
Subsaharan African	365	139	47
Swedish	57	69	13
Swiss	1	15	13
Ukrainian	0	7	1
US/American	6,375	9,694	4,909
Welsh	40	90	33
West Indian	28	0	2
Yugoslavian	0	0	0
Other	10,262	5,441	1,222



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

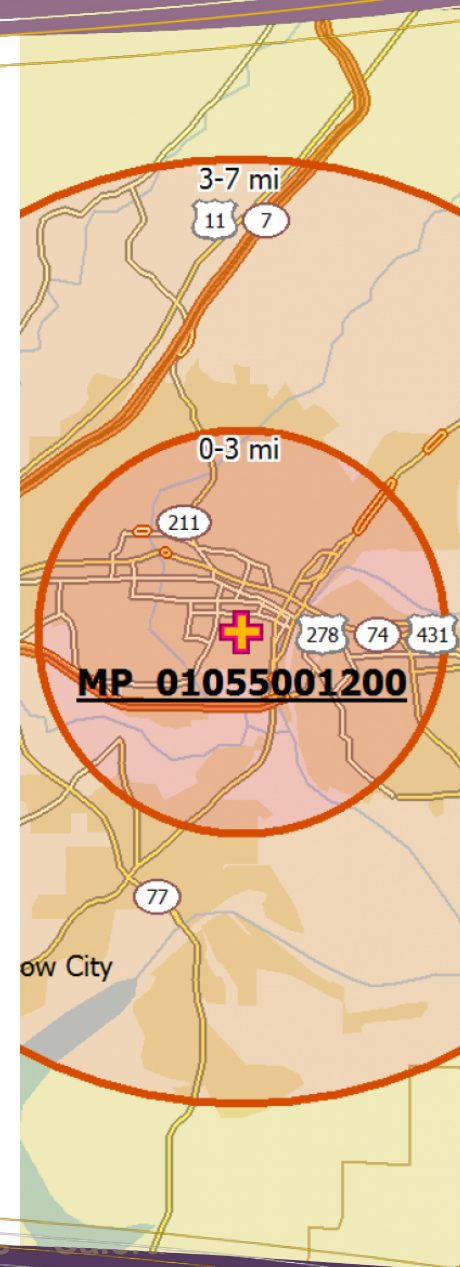
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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. 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	13,105	100%	9,108	100%
AFFLUENT SUBURBIA	415	3.17%	298	3.27%
America's Wealthiest	91	0.69%	73	0.8%
Dream Weavers	11	0.08%	8	0.09%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	313	2.39%	217	2.38%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	555	4.24%	373	4.1%
Status Conscious Consumers	19	0.14%	13	0.14%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	536	4.09%	360	3.95%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	24	0.18%	16	0.18%
2nd City Homebodies	14	0.11%	10	0.11%
Prime Middle America	0	0%	0	0%
Urban Optimists	0	0%	0	0%
Family Convenience	10	0.08%	6	0.07%
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	13,105	100%	9,108	100%
BLUE COLLAR BACKBONE	537	4.1%	362	3.97%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	347	2.65%	234	2.57%
Small Town Endeavors	190	1.45%	128	1.41%
AMER. DIVERSITY	927	7.07%	655	7.19%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	183	1.4%	118	1.3%
Professional Urbanites	343	2.62%	248	2.72%
Urban Advancement	83	0.63%	56	0.61%
Amer. Great Outdoors	145	1.11%	93	1.02%
Mature America	173	1.32%	140	1.54%
METRO FRINGE	3,691	28.16%	2,550	28%
Steadfast Conservative	1,809	13.8%	1,240	13.61%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	30	0.23%	21	0.23%
Urban Grit	0	0%	0	0%
Grass-Roots Living	1,852	14.13%	1,289	14.15%

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	13,105	100%	9,108	100%
REMOTE AMERICA	93	0.71%	56	0.61%
Hardy Rural Fam.	39	0.3%	24	0.26%
Rural Southern Living	27	0.21%	16	0.18%
Coal & Crops	27	0.21%	16	0.18%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	955	7.29%	705	7.74%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	867	6.62%	642	7.05%
Stable Careers	88	0.67%	63	0.69%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	316	2.41%	186	2.04%
Industrious Country Living	20	0.15%	14	0.15%
America's Farmland	0	0%	0	0%
Comfy Country Living	184	1.4%	112	1.23%
Small Town Connections	85	0.65%	49	0.54%
Hinterland Fam.	27	0.21%	11	0.12%



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	13,105	100%	9,108	100%
STRUGGLING SOCIETIES	3,240	24.72%	2,194	24.09%
Rugged Southern Style	35	0.27%	20	0.22%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	3,187	24.32%	2,161	23.73%
College Town Communities	0	0%	0	0%
New Beginnings	18	0.14%	13	0.14%
URBAN ESSENCE	2,209	16.86%	1,608	17.65%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	786	6%	550	6.04%
Urban Diversity	36	0.27%	26	0.29%
New Generation Activists	268	2.05%	180	1.98%
Getting By	1,119	8.54%	852	9.35%
VARYING LIFESTYLES	142	1.08%	105	1.15%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	142	1.08%	105	1.15%

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?



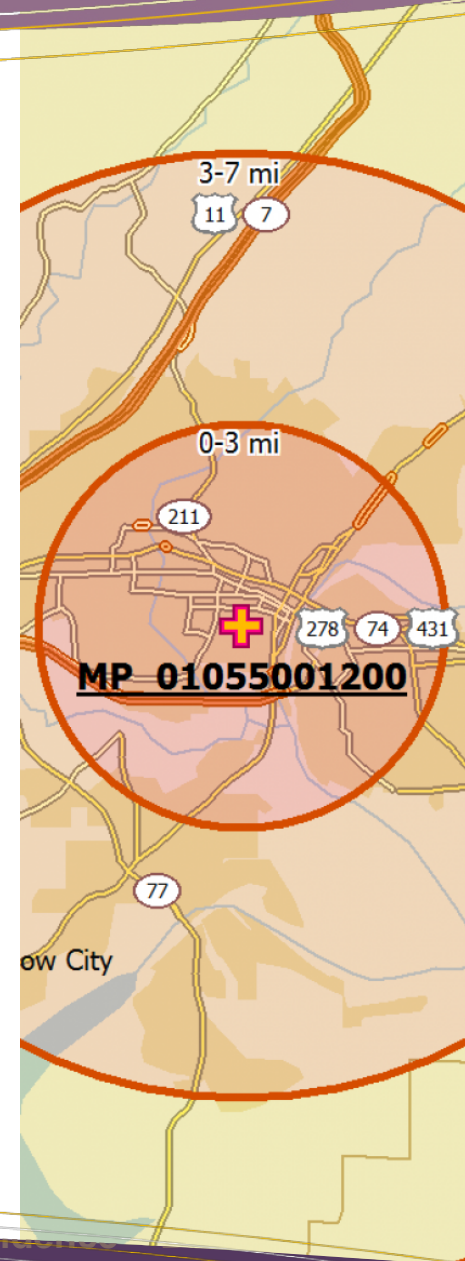
Potential Cultural Bridges

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	68%	73%	74%
Use Comp. for Internet/E-mail	44%	52%	54%
Internet Use: E-Mail	41%	46%	47%
Use Comp. for Comp. Games	34%	38%	38%
Use Comp. for Education	29%	31%	31%
Use Comp. for Word Processing	27%	34%	35%
HH Owns DVD Player	25%	27%	27%
Use Comp. for Shopping	25%	31%	32%
Use Comp. for Digital Camera Photo Editing	23%	29%	30%
Internet Use: News/ Weather	22%	25%	25%

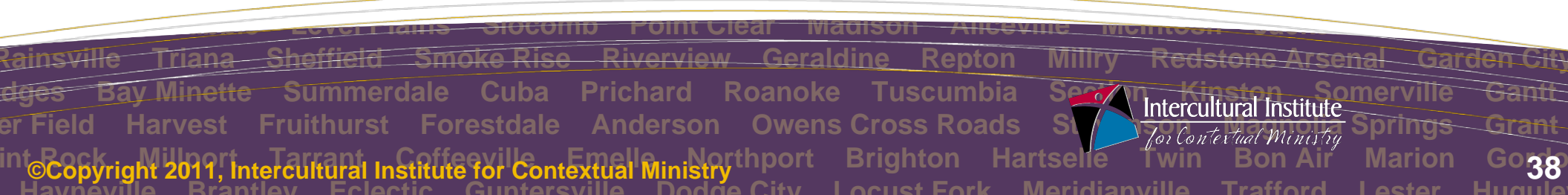
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Use Comp. for Banking	22%	27%	28%
Internet Use: Banking	19%	22%	23%
Use Comp. for News/Info./Data Service	16%	20%	20%
PC-Network-HH Has One	14%	17%	17%
HH Owns Video/Webcam	11%	10%	10%
Use Comp. for Filing/DB Mngmnt	10%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	10%	12%	12%
Internet Use: Research/ Education	10%	11%	11%
Use Comp. for Personal Financial Mngmnt	10%	12%	12%
Use Comp. for Accounting	10%	12%	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	65%	67%	67%
Reading Books	51%	52%	52%
Dining Out (Not Fast Food)	48%	54%	55%
Card Games	38%	41%	41%
Cooking for Fun	34%	35%	35%
Gardening	29%	34%	35%
Go To A Beach/Lake	29%	33%	34%
Board Games	27%	30%	31%
Visit Museum	17%	19%	18%
Going To	16%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	68%	68%
Gen./Fam. Practitioner	37%	39%	40%
Backache	23%	23%	22%
Dentist	23%	26%	26%
Eye Dr.	21%	21%	21%
Hypertension/High Blood Pressure	20%	20%	20%
None Of These	19%	19%	20%
High Cholesterol	17%	18%	18%
Any Arthritis	16%	16%	17%
Acid Reflux Disease (GERD)	15%	15%	14%



Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	25.13%	26.21%	25.91%
Live Theater	17.21%	19.28%	19.24%
Live Theater Most Often	13.62%	15.7%	15.71%
Rock/Pop Concerts Most Often	13.34%	13.91%	13.81%
Dance Performance	10.09%	9.16%	8.61%
Comedy Club	8.7%	8.36%	8.1%
Movies: Comedy	40.26%	39.57%	39.2%
Movies: Action/Adventure	39.68%	38.75%	38.25%
Movies: Drama	23.51%	21.36%	20.53%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	23.04%	21.53%	20.87%
Movies: Romantic Comedy	20.14%	20.15%	19.9%
Movies: Mystery	20.08%	18.04%	17.29%
College Football Reg. Season	4.78%	5.74%	5.93%
MLB Baseball Reg. Season	4.32%	5.93%	6.27%
NFL Football Reg. Season	4%	5.16%	5.41%
College Basketball Reg. Season	3.5%	3.94%	3.97%
NBA Basketball Reg. Season	3.21%	3.28%	3.26%
College Basketball Post-Season	1.75%	1.66%	1.61%

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	35.91%	38.78%	39.1%
Swimming	25.18%	29.68%	31.05%
Bowling	18.67%	20.36%	20.89%
Billiards/Pool	15.98%	17.07%	17.44%
Basketball	15.35%	15.01%	15.05%
Freshwater Fishing	14.09%	17.07%	18.62%
Jogging/Running	13.99%	14.13%	13.91%
Weight Training	12.2%	13.93%	14.26%
Camping Trips	10.93%	14.35%	16.01%
Using Cardio Machine	10.25%	11.81%	12.01%
Stationary Cycling	10.09%	11.1%	11.22%
Baseball	9.8%	10.11%	10.26%
Football	9.71%	9.33%	9.36%
Aerobics	9.57%	9.6%	9.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Golf	9.31%	12.11%	12.66%
Mountain/Road Biking	9.12%	11.36%	11.93%
Volleyball	7.84%	8.15%	8.3%
Backpacking/Hiking	7.04%	8.63%	9.24%
Hunting	6.73%	9.47%	10.92%
Target Shooting	6.44%	8.46%	9.31%
Yoga	6.43%	6.51%	6.4%
Softball	6.1%	6.84%	7.03%
Power Boating	6.07%	7.74%	8.15%
Saltwater Fishing	6.01%	6.94%	7.34%
Tennis	5.54%	6.18%	6.33%
Soccer	5.38%	5.85%	5.9%
Ice Skating	5.17%	5.14%	5.09%
Roller Skating	4.74%	4.96%	5.01%

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
Canoeing/Kayaking	4.68%	6.09%	6.56%
Motorcycling	4.15%	5.24%	5.57%
Auto Racing	4.14%	3.94%	3.86%
Fly Fishing	4.11%	4.45%	4.71%
Horseback Riding	3.99%	5.06%	5.61%
Snorkeling	3.92%	4.39%	4.58%
Jet Skiing	3.57%	4.13%	4.35%
Rock Climbing	3.24%	3.39%	3.41%
Downhill & X-Country	3.22%	3.98%	4.16%
Skiing			
Skateboarding	3.21%	3.25%	3.37%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Racquetball	3.13%	3.36%	3.39%
Snowboarding	3.02%	3.15%	3.18%
Archery	3.02%	4.22%	4.78%
Water Skiing	3%	3.87%	4.19%
Hockey	2.88%	3.14%	3.22%
Snowmobiling	2.84%	3.35%	3.54%
Sailing	2.53%	2.91%	2.98%
Martial Arts	2.39%	2.8%	3.06%
Surfing & Windsurfing	2.23%	2.32%	2.38%
Rowing	1.92%	2.3%	2.44%

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.

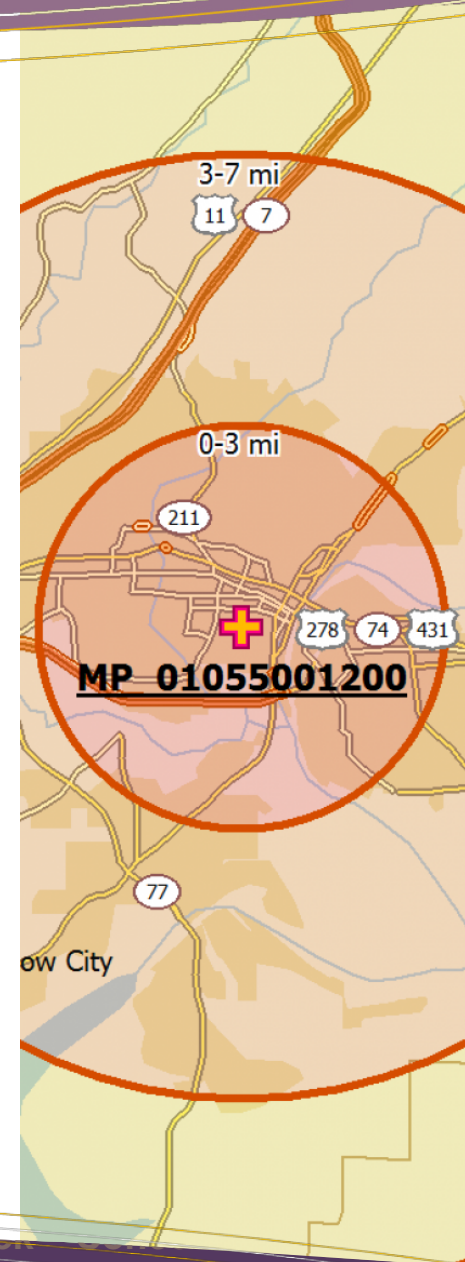
BIBLICAL BARRIERS

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.

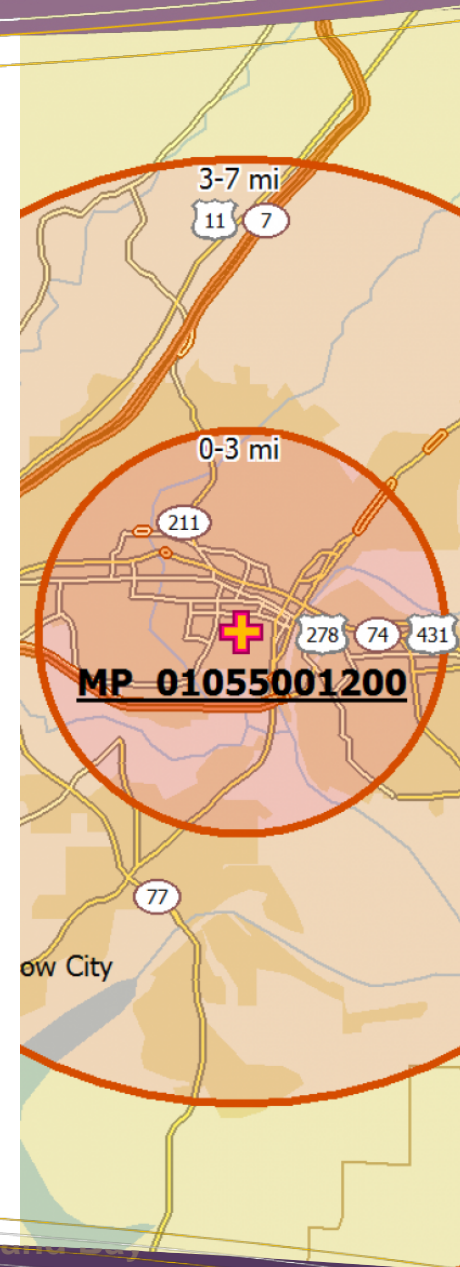
CULTURAL BARRIERS OF ACCEPTANCE

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.

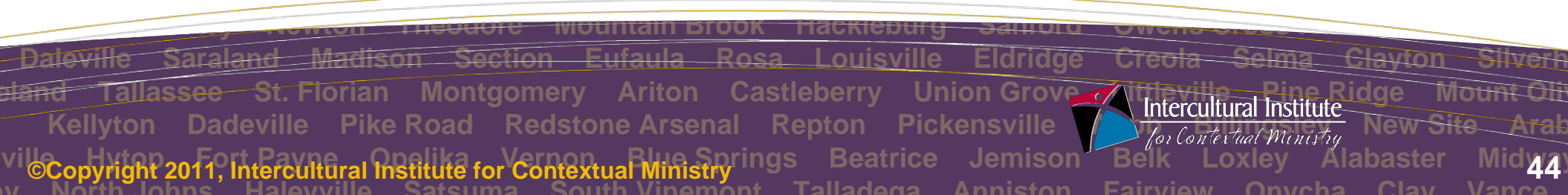


Potential Cultural Barriers:

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	54%	52%	52%
Speak My Mind Even If It Upsets People	39%	37%	37%
Like Control Over People And Resources	38%	35%	34%
Find It Difficult To Say No To My Kids	35%	37%	38%
Woman's Place Is In The Home	34%	35%	35%
Don't Judge People/Way They Live Life	32%	30%	29%
Too Much Sponsorship In Arts/Sports	29%	25%	25%
Like To Do Unconventional Things	28%	29%	29%
Prefer To Have Few Possessions As Possible	28%	31%	31%
Like to Stand Out In A Crowd	24%	23%	22%
Money Is Best Measure Of Success	24%	25%	25%
If Won Lottery Would Never Work Again	24%	25%	25%

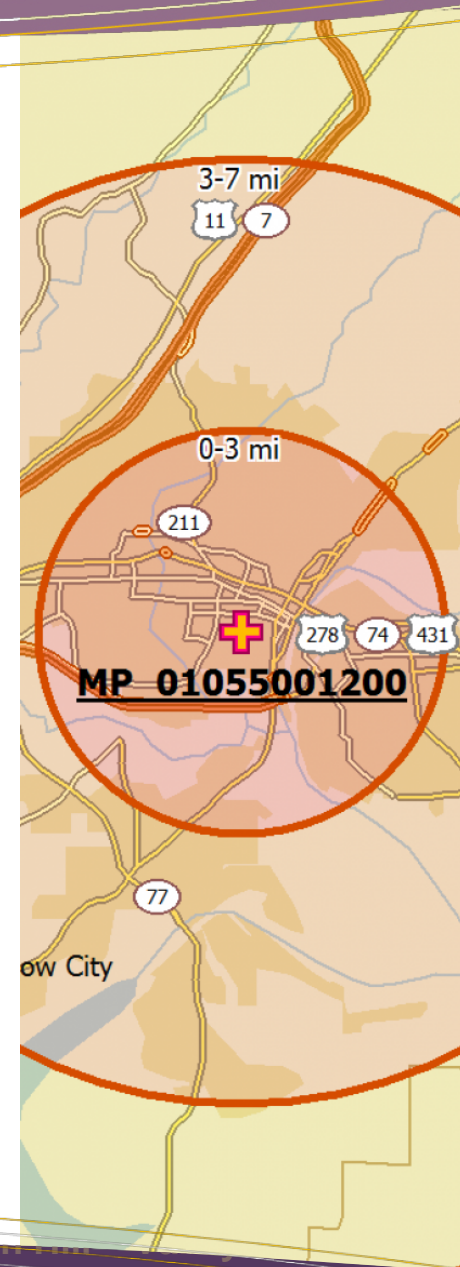
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
I Am A Workaholic	22%	19%	18%
Friends More Important Than My Fam.	22%	23%	23%
Marijuana Should Be Legalized	20%	20%	19%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
We Should Strive for Equality for All	17%	14%	14%
Only Work Current Job for The Money	14%	14%	14%
Happy With My Standard Of Living	13%	12%	12%
On Whole People Get What They Deserve	11%	10%	10%
Very Happy With My Life As It Is	11%	8%	8%
Little I Can Do To Change My Life	9%	9%	8%
I Am A Perfectionist	9%	7%	6%



Potential Cultural Themes

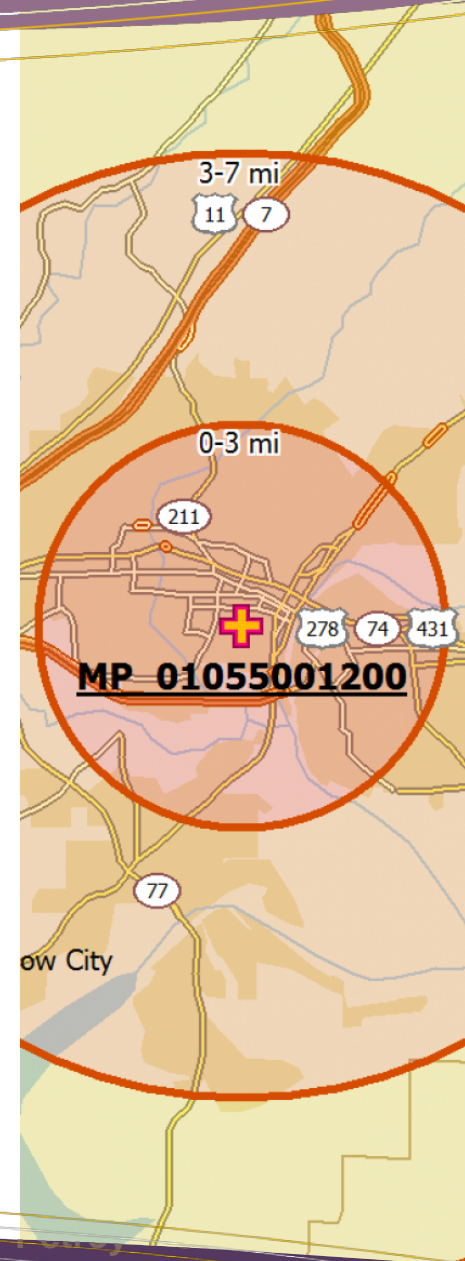
Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their 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 Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	86.03%	86.09%	86.44%
Restaurant-Visit Any			
Fam. Restaurants/Steak	75.92%	79.79%	80.82%
Houses-Visit Any			
McDonald's	55.63%	55.85%	56.04%
Burger King	38.37%	37.82%	38.07%
Kentucky Fried Chicken (KFC)	34.57%	31.62%	31.14%
Wendy's	31.03%	30.77%	30.83%
Subway	30.9%	31.07%	31.33%
Taco Bell	27.14%	27.35%	27.57%
Pizza Hut	25.83%	24.26%	23.97%
Applebee's	25.25%	27.31%	27.6%
Arby's	22.02%	22.75%	22.87%
Dairy Queen	19.33%	19.24%	19.22%

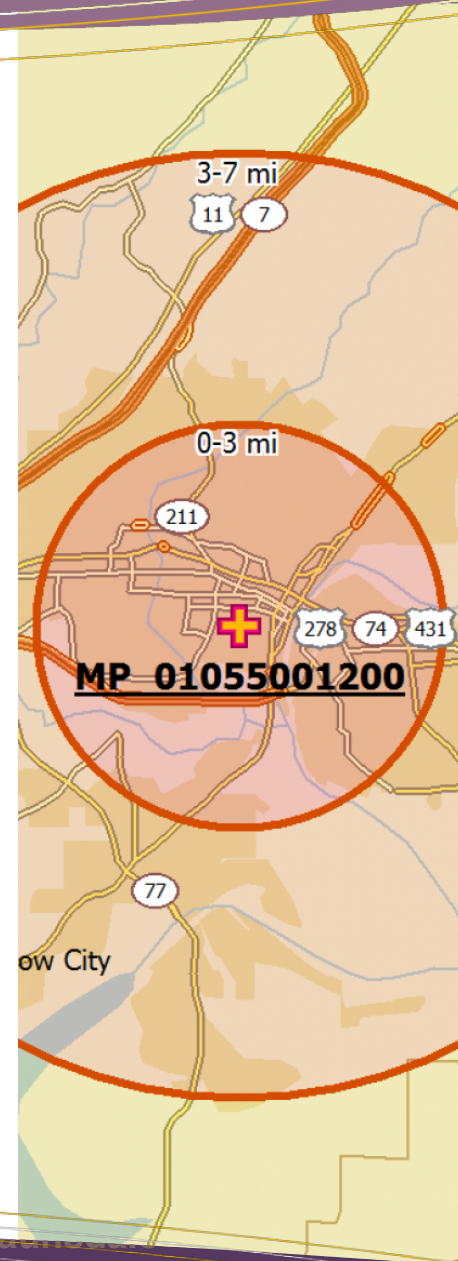
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Red Lobster	18.99%	17.81%	17.37%
Olive Garden	18.09%	19.35%	19.5%
Domino's Pizza	16.43%	14.57%	14.01%
Sonic	15.96%	15.15%	15.54%
IHOP (International House Of Pancakes)	14.67%	13.58%	13%
Golden Corral	14.3%	12.68%	12.36%
Cracker Barrel	13.67%	15.03%	15.53%
Outback Steakhouse	13.63%	14.03%	13.96%
Popeyes	13.49%	10.18%	9.13%
Hardee's	13.48%	12.42%	12.64%
Denny's	13.03%	12.1%	11.78%
Chili's Grill and Bar	12.11%	12.11%	11.97%

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.

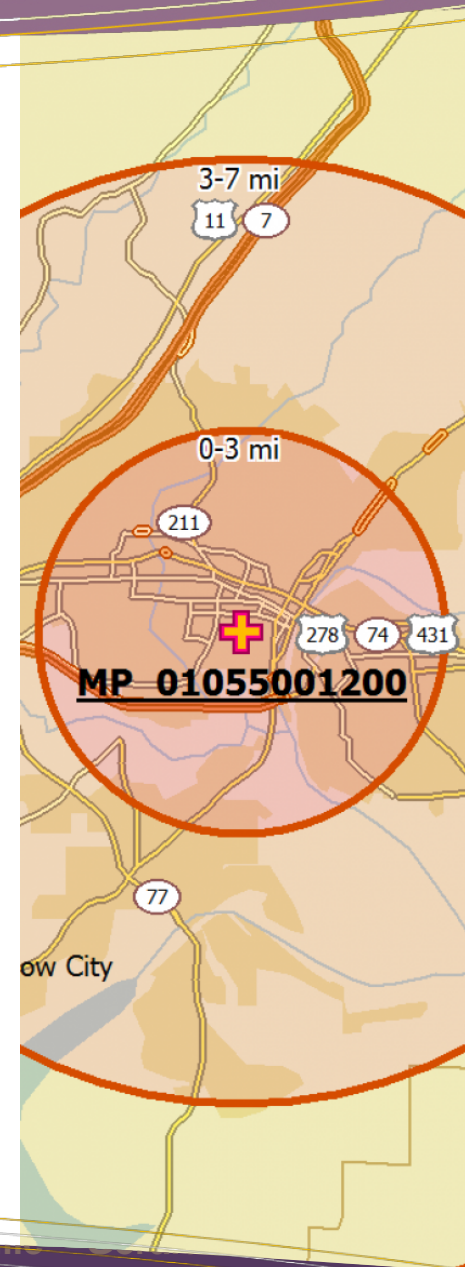
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	39.98%	44.75%	45.31%
Recycled products	24.91%	30.62%	31.37%
Worked as volunteer (non political)	13.45%	15.92%	16.35%
Engaged in fund raising	9.62%	10.98%	11.24%
Religious club member	7.27%	7.69%	7.8%
Church Board	5.14%	5.32%	5.38%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	5.06%	5.55%	5.57%
Took active part in local civic issue	4.7%	4.98%	4.95%
Wrote to elected offcl about publ bus	4.41%	5.43%	5.64%
Charitable Organization	4.35%	5.11%	5.18%
Union member	3.96%	4.85%	4.97%
Fraternal order member	3.84%	4.4%	4.41%

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
Novel	13.06%	15.2%	15.5%
Children's Books	12.42%	13.13%	13.29%
Mystery	10.03%	11.13%	11.3%
Religious (not Bibles)	8.74%	8.99%	9.09%
Cookbooks	8.66%	9.69%	9.93%
Romance	6.75%	7.04%	7.18%
Personal/Business	5.56%	6.34%	6.41%
Self-help			
History	5.51%	6.33%	6.43%
Biography	5.23%	6.03%	6.11%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	62.93%	65.74%	65.42%
Gen. Editorial	49.88%	48.34%	47.36%
Womens	43.21%	42.12%	41.47%
Service	31.62%	33.95%	34.51%
Mens	18.72%	18.21%	17.82%
Music	16.76%	13.83%	12.87%
Business/Finance	16.49%	17.29%	16.94%
Parenthood	14.9%	14.02%	13.95%
Sports	14.11%	14.51%	14.35%



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	49.29%	53.3%	54.03%
Classified	33.99%	34.1%	34.53%
Sport	29.07%	31.14%	31.24%
Editorial Page	25.92%	29.12%	29.89%
Comics	25.4%	26.8%	26.98%
Business/Finance	23.32%	26.67%	26.78%
Food/Cooking	22.85%	24.28%	24.27%
TV/Radio Listings	22.49%	23.41%	23.37%
Movie Listings & Reviews	22.34%	24.04%	23.96%
Home/Gardening	17.64%	20.09%	20.34%
Travel	15.19%	17.61%	17.65%
Fashion	14.1%	14.34%	14.18%
Science/Technology	13.72%	16.1%	16.28%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Urban Contemporary	29.18%	20.9%	18.26%
CHR Contemp Hit Radio	17.15%	16.91%	16.66%
Country	16.2%	19.91%	22.09%
Adult Contemporary	13.57%	15.71%	16.15%
Oldies	9.7%	10.64%	10.75%
Rock	7.87%	10.14%	10.61%
Variety	7.72%	7.57%	7.25%
News/Talk	7.39%	10.06%	10.41%
Jazz	6.83%	5.78%	5.18%
Classic Rock	6.79%	8.78%	9.32%
Gospel	6.58%	4.85%	4.52%
Alternative	6.01%	7.67%	8.04%
Religious	4.82%	5.85%	6.17%
Soft Contemporary	4.62%	5.44%	5.56%
All News	4.07%	4.82%	4.64%
Sports	2.67%	3.37%	3.42%
All Talk	2.64%	3.64%	3.72%
Hispanic	2.5%	2.44%	2.38%

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
Fox News Channel	57.9%	61.35%	62.31%
Satellite Dish	51.52%	54.38%	55.64%
Other Video-On-Demand	51.35%	47.38%	46.72%
Soapnet	50.26%	50.63%	50.48%
Sci-Fi Channel	33.5%	35.38%	35.86%
MSNBC	32.13%	33.14%	33.4%
Subscribe Digital Cable	31.89%	30.86%	30.5%
Adult Pay Per View TV	30.96%	33.62%	34.8%
TV Info From Sunday TV Magazine	26.53%	28.03%	28.39%
Comedy Central	24.97%	27.71%	27.39%
TV Info From Newspapers	24.93%	25.72%	25.89%
Nickelodeon	24.65%	27.03%	28.14%

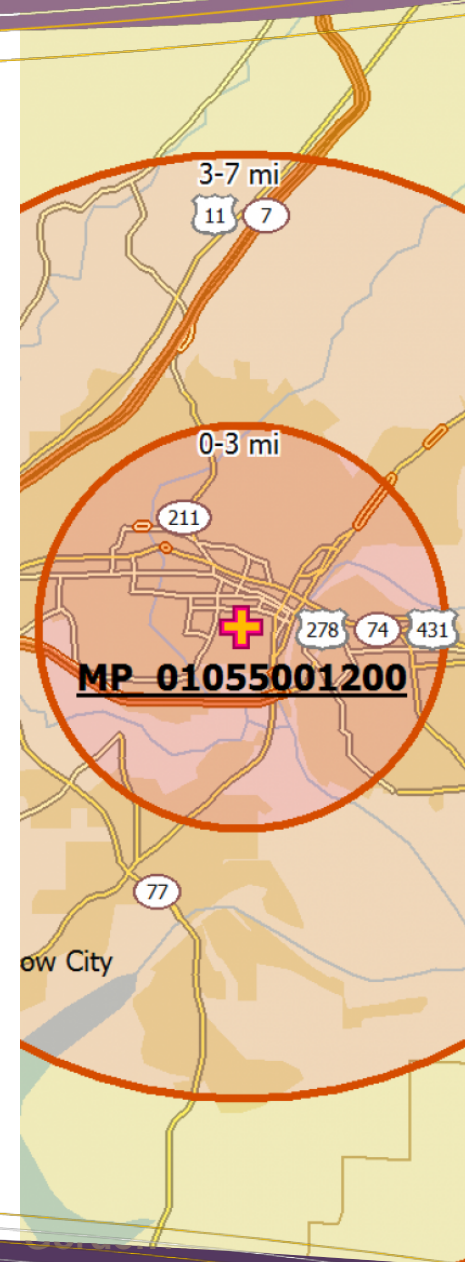
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Monthly Cable Guide	24.33%	24.14%	24.13%
BET (Black Entertainment TV)	23.63%	23.87%	23.87%
TCM (Turner Classic Movies)	23.56%	24.37%	24.55%
Nick At Nite	23.01%	24.11%	24.42%
USA Network	21.98%	23.55%	23.71%
Hallmark Channel	21.72%	23.53%	23.99%
TV Info From Other	21.25%	20.82%	20.49%
ESPN2	20.09%	20.72%	20.53%
Lifetime	19.93%	20.6%	20.7%
ABC Fam.	19.77%	21.17%	20.91%
The Golf Channel	19.54%	21.49%	21.63%
Adult Swim	19.3%	22.98%	23.88%

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+)	15.74%	17.94%	18.35%
Medium Users (4-6)	8.78%	9.82%	9.99%
Light Users (1-3)	17.95%	19.48%	19.78%
Quintiles (20%)			
Newspaper I (Heavy)	1.22%	1.15%	1.14%
Newspaper II	1.37%	1.34%	1.27%
Newspaper III	1.95%	2.19%	2.29%
Newspaper IV	0.63%	0.54%	0.52%
Newspaper V (Light)	1.24%	1.24%	1.27%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.33%	19.49%	19.25%
Magazines II	9.18%	8.82%	8.81%
Magazines III	9.81%	9.62%	9.66%
Magazines IV	12.88%	11.93%	11.6%
Magazines V (Light)	0.69%	0.58%	0.53%
Outdoor I (Heavy)	8.14%	7.03%	6.56%
Outdoor II	4.46%	3.61%	3.35%
Outdoor III	4.94%	4.04%	3.72%
Outdoor IV	18.41%	17.81%	17.91%
Outdoor V (Light)	25.34%	25.66%	25.65%
Yellow Pages I (Heavy)	16.03%	15.39%	15.24%
Yellow Pages II	6.97%	6.22%	5.86%
Yellow Pages III	9.65%	7.36%	6.73%
Yellow Pages IV	25.39%	23.82%	23.63%
Yellow Pages V (Light)	5.56%	4.3%	3.96%

Potential Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-3 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)	2.7%	2.91%	2.93%
Drive Time III (Medium)	0.79%	0.76%	0.77%
Radio IV & V (Light)	2.61%	2.62%	2.62%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.17%	9.83%	9.48%
Radio III (Medium)	3.84%	4.35%	4.44%
Radio IV & V (Light)	3.37%	3.21%	3.14%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	10.9%	11.97%	12.36%
Cable III (Medium)	6.57%	5.6%	5.43%
Cable IV & V (Light)	40.57%	36.75%	35.53%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.84%	3.85%	3.87%
Prime Time III (Medium)	1.85%	1.86%	1.84%
Prime Time IV & V (Light)	10.36%	8.8%	8.59%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	37.8%	39.43%	39.88%
Fringe III (Medium)	56.58%	55.93%	55.84%
Fringe IV (Light)	55.85%	56.25%	56.47%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	17.52%	15.51%	14.95%
All Day III (Medium)	25.39%	25.09%	25.35%
All Day IV (Light)	17.67%	14.99%	14%

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]	10.29%	11.04%	11.2%
6:00am - 10:00am	14.4%	14.84%	14.29%
10:00am - 3:00pm	12.7%	9.54%	8.54%
3:00pm - 7:00pm	17%	15.46%	15.09%
7:00pm - Midnight	12.4%	12.68%	12.52%
Midnight - 6:00am	8.07%	6.71%	6.2%
Weekend Radio			
Listeners			
Dayparts [summary]	14.6%	14.31%	14.18%
6:00am - 10:00am	3.13%	3.39%	3.34%
10:00am-3:00pm	4.8%	5%	4.79%
3:00pm - 7:00pm	9.02%	7.83%	7.5%
7:00pm - Midnight	9.53%	9.15%	9.03%
Midnight - 6:00am	14.41%	12.35%	11.56%

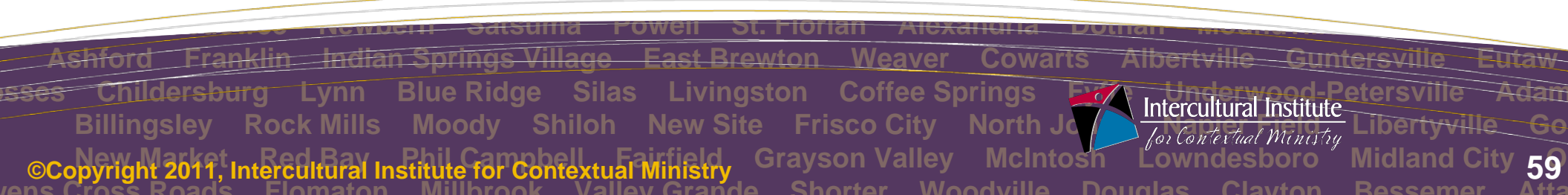
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	5.8%	6.99%	7.19%
Saturday: 8:00-11:00pm	7.44%	7.78%	7.76%
Sunday: 7:00-11:00pm	8.81%	9.25%	9.49%
9:00am-1:00pm	23.01%	24.11%	24.42%
9:00am-4:00pm	26%	27.5%	27.87%
4:00pm-7:00pm	26.91%	28.12%	28.08%
11:00pm-1:00am	41.59%	41.53%	41.3%
AVG Prime time	5.18%	4.04%	3.66%
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	16.46%	16.32%	16.02%
7-9am	20.09%	20.72%	20.53%
9am-12noon	17.02%	19.07%	19.49%
12noon-4pm	8.97%	8.43%	8.38%
4-6pm	42.13%	45.09%	45.46%
6-7pm	15.93%	17.82%	18.52%
7-7:30pm	1.1%	1.28%	1.3%
7:30-8pm	11.39%	10.92%	10.77%
8-11pm	5.8%	6.99%	7.19%
11pm-12am	32.13%	33.14%	33.4%
11pm-1am	41.59%	41.53%	41.3%
1-6am	29.19%	29.88%	29.32%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	16.85%	17.57%	17.45%
Sat: 10am-1pm	8.18%	8.03%	7.91%
Sat: 1-4pm	24.52%	24.66%	24.75%
Sat: 4-6pm	7.83%	7.33%	7.13%
Sat: 6-7pm	1.22%	1.69%	1.74%
Sat: 7-8pm	0.77%	0.93%	0.94%
Sat: 8-11pm	7.44%	7.78%	7.76%
Sat: 11pm-1am	5.32%	5.13%	4.96%
Sat: 1am-7pm	21.98%	23.55%	23.71%
Sun: 7-10am	1.75%	2.01%	2.16%
Sun: 10am-1pm	4.89%	5.93%	6.32%
Sun: 1-4pm	4.38%	5.21%	5.54%
Sun: 4-7pm	11.36%	12.43%	12.75%
Sun: 7-11pm	8.81%	9.25%	9.49%
Sun: 11pm-1am	4.8%	4.51%	4.39%
Sun: 1-7am	18.47%	19.78%	20.18%



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*

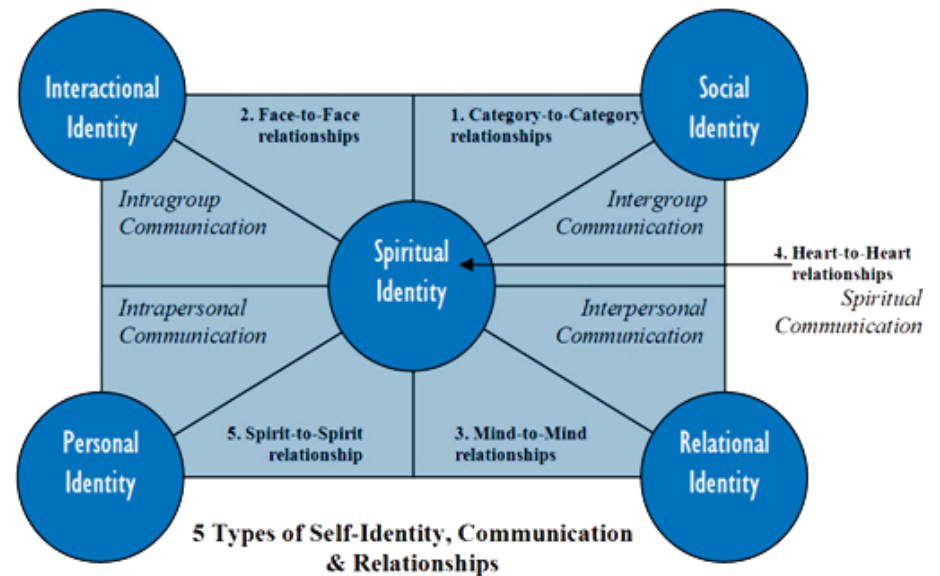


Establishing Redemptive Relationships

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.

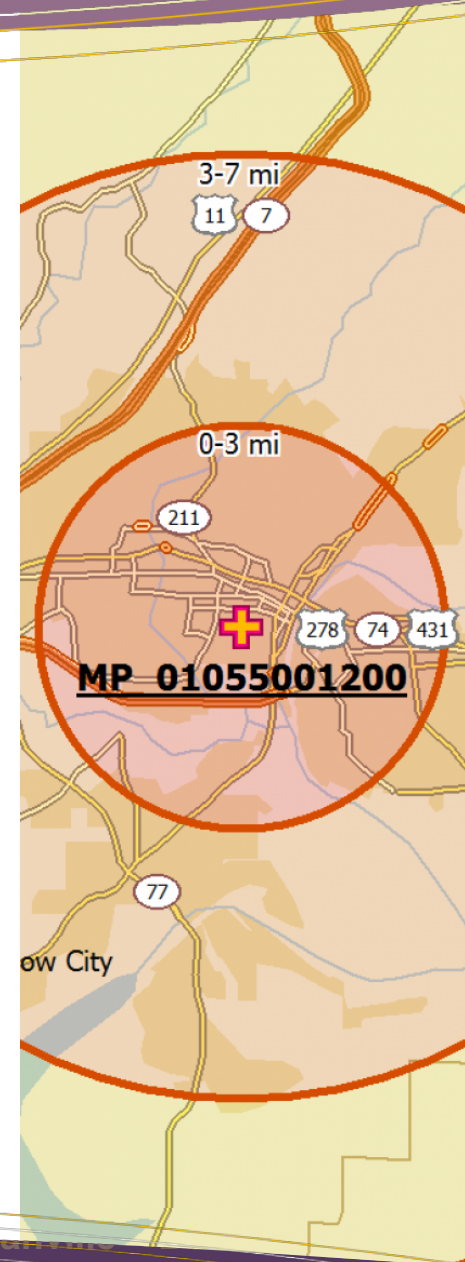


Your MissionSite and the Missional Suite

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	South Highland	912 Odelle Ave Gadsden, AL 35901	0.38 mi	33	Declining
2	Gadsden First	PO Box 456 Gadsden, AL 35902	0.46 mi	333	Plateauing
3	RiverEast	PO Box 2636 Gadsden, AL 35903	0.58 mi	69	Declining
4	Twelfth Street	323 S 12th St Gadsden, AL 35901	0.76 mi	457	Plateauing
5	Hopkins Chapel	323 S. 12th St. Gadsden, AL 35901	0.83 mi	0	Plateauing
6	East Walnut	202 E Walnut St Gadsden, AL 35903	1.11 mi	30	Plateauing
7	Mt. Carmel	PO Box 4409 Gadsden, AL 35904	1.41 mi	60	Plateauing
8	Triune	520 Lee St SE Attalla, AL 35954	1.41 mi	29	Plateauing
9	Oak Park	2105 Cansler Ave Gadsden, AL 35904	1.46 mi	40	Growing
10	North Gadsden	339 Ewing Ave Gadsden, AL 35901	1.47 mi	95	Plateauing
11	South Gadsden	1405 Owens St Gadsden, AL 35904	1.57 mi	43	Growing
12	East Gadsden	PO Box 2187 Gadsden, AL 35903	1.59 mi	486	Declining
13	South Eleventh St.	929 Monte Vista Dr Gadsden, AL 35904	1.75 mi	22	Declining
14	Edgewood	1729 Mount Zion Ave Gadsden, AL 35904	1.85 mi	56	Declining
15	Kyle Avenue	2313 W Meighan Blvd Gadsden, AL 35904	1.85 mi	44	Declining

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	CrossPoint Community Church	2730 Wills Creek Road Gadsden, AL 35904	1.96 mi	1,005	Growing
17	Primera Iglesia Bautista Hispana Etowah	2730 Wills Creek Road Gadsden, AL 35904	1.96 mi	26	Declining
18	Forrest Avenue	2501 Forrest Ave Gadsden, AL 35904	1.98 mi	43	Growing
19	College Heights	411 Rabbittown Road Glencoe, AL 35905	2.07 mi	279	Plateauing
20	Paden	900 Padenreich Ave Gadsden, AL 35903	2.21 mi	130	Declining
21	Bellevue	150 Noccalula Dr Gadsden, AL 35904	2.31 mi	396	Declining
22	Malone	1117 Dwight Ave Gadsden, AL 35904	2.33 mi	124	Plateauing
23	Lookout Avenue	2410 Lookout Ave Gadsden, AL 35904	2.37 mi	30	Declining
24	Central Avenue	1301 Central Ave Gadsden, AL 35904	2.38 mi	46	Growing
25	Dwight	520 N 29th St Gadsden, AL 35904	2.44 mi	242	Growing
26	Eastside	PO Box 2215 Gadsden, AL 35903	2.46 mi	37	Growing
27	Central Missionary	750 Rockledge Rd Attalla, AL 35954	2.46 mi	29	Plateauing
28	North Highland	115 Princeton Ave Gadsden, AL 35901	2.53 mi	40	Plateauing
29	Walnut Park	300 Wilson St Gadsden, AL 35904	2.71 mi	111	Plateauing
30	Walnut Grove	4425 Murphree Valley Rd. Walnut Grove, AL 35990	2.72 mi	33	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	MeadowBrook	2525 Rainbow Dr Gadsden, AL 35901	2.75 mi	830	Growing
32	Calvary	PO Box 2036 Gadsden, AL 35903	2.88 mi	75	Plateauing
33	West End	312 Henderson St Gadsden, AL 35904	2.90 mi	29	Declining
34	Carnes	1216 Auburn Ave Gadsden, AL 35901	2.96 mi	56	Declining
35	Bob Locke	PO Box 4326 Gadsden, AL 35904	3.29 mi	19	Declining
36	Coosa Valley	523 W Grand Ave Rainbow City, AL 35906	3.45 mi	53	Declining
37	Grace Bible Church	3322 Rainbow Dr Rainbow City, AL 35906	3.57 mi	0	Plateauing
38	Goldenrod Avenue	PO Box 1129 Gadsden, AL 35902	3.61 mi	127	Plateauing
39	Louis Street	270 Louis St Gadsden, AL 35903	3.61 mi	82	Declining
40	Harvestfield Church	4533 Rainbow Drive Rainbow City, AL 35906	3.70 mi	274	Declining
41	Cherry Street	520 Cleveland Ave Attalla, AL 35954	3.72 mi	198	Declining
42	James Memorial	2125 Ewing Ave Gadsden, AL 35901	3.91 mi	206	Declining
43	Rainbow City First	200 E Grand Ave Rainbow City, AL 35906	3.99 mi	134	Declining
44	Goodyear Heights	608 Kaying Rd N Gadsden, AL 35903	4.10 mi	295	Growing
45	Northside	PO Box 343 Attalla, AL 35954	4.20 mi	35	Declining





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

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