

MissionSite

top unreached locations



GADSDEN, AL

CENSUS TRACT: 01055010501

REGION: Northern Region

ASSOCIATION: Etowah

DISTRICT: 02: Northeast Mountain District

COUNTY: Etowah

SITESCAPE: Townscape

DENSITY PATTERN: I1



In partnership with the:



Intercultural Institute
for Contextual Ministry



Alabama Baptist Convention
State Board of Missions

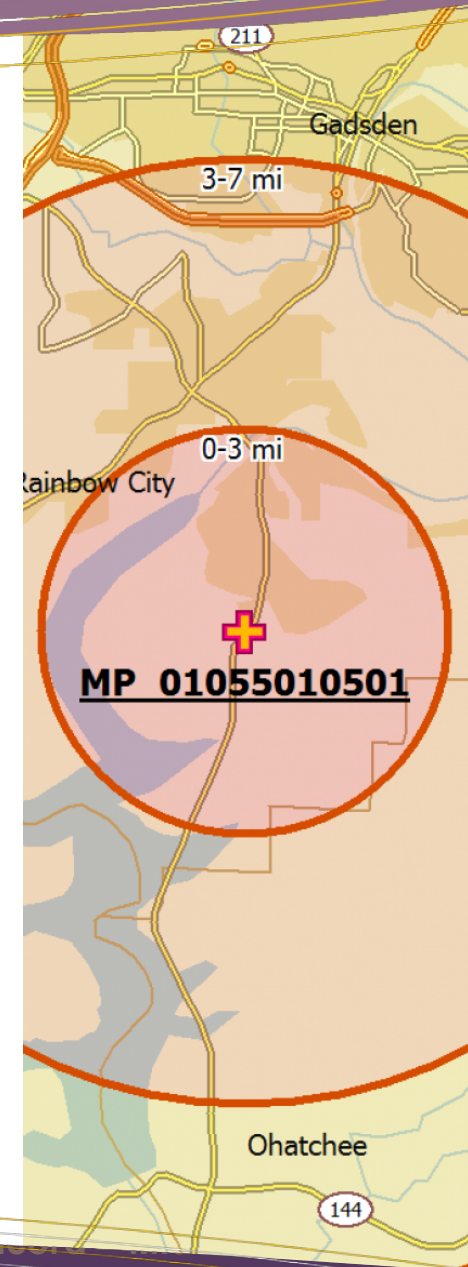
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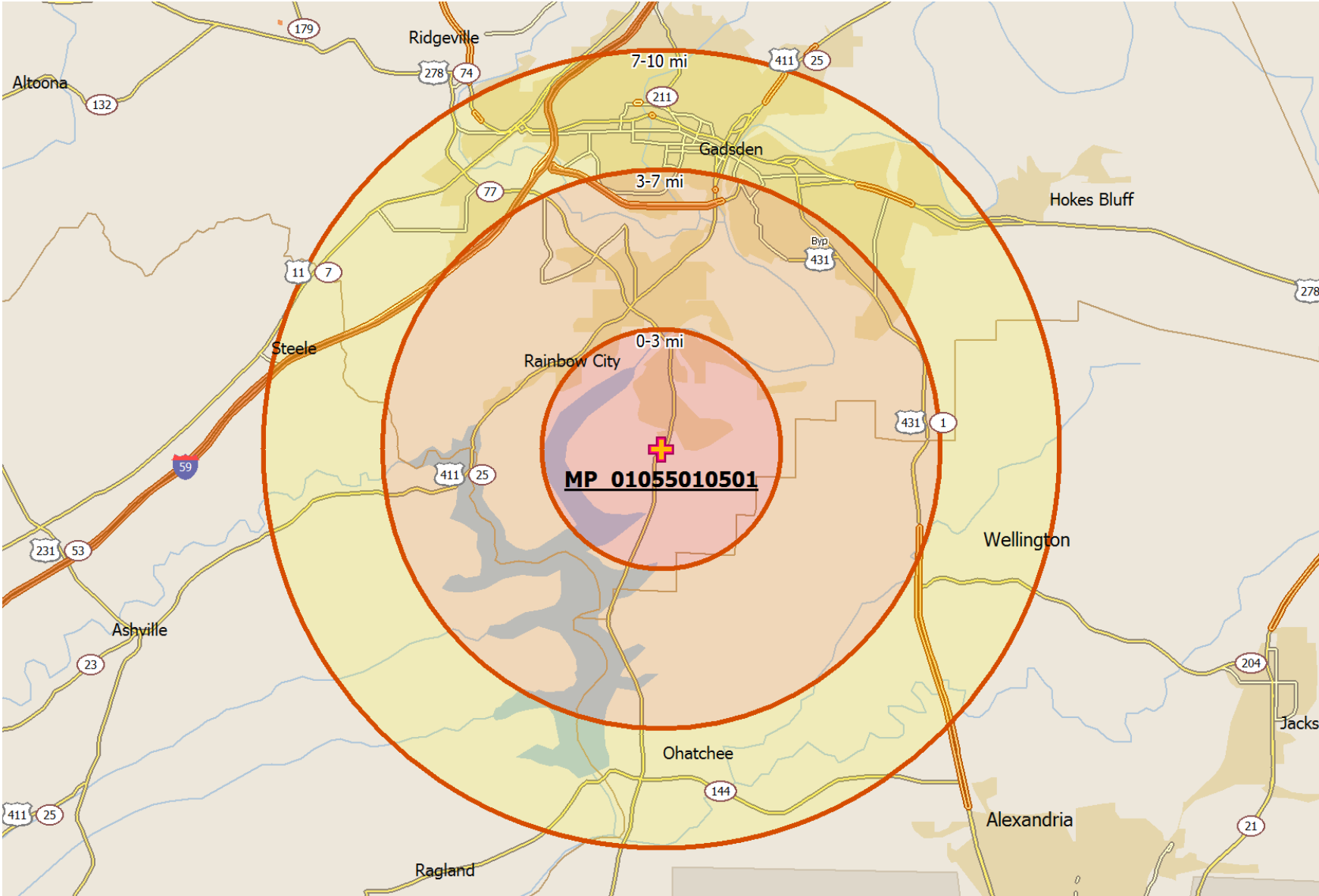
Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org 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	35907	Etowah
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.1	Small Towns
8	Sitescape Subgroup	2.14	Small towns adjacent to a medium town
9	Sitescape Density Pattern	11	10000-50000-50000



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	23	Suburb: Small: Territory outside a principal city and inside an urbanized area 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	8,380	32,889	37,908
2010 Households	3,298	14,019	16,019
2010 Group Quarters Population	79	771	1,012

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	19	25	35
Language Diversity National Index	1	13	13
Foreign Born Diversity National Index	18	71	19
Ancestry Diversity National Index	67	50	23
Racial Diversity National Index	6	28	51



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	1,909	57.88%
Mainstay Communities	Established, Diverse Households	972	29.47%
Working Communities	Blue-collar, Working Families	42	1.27%
Country Communities	Rural, Agri. & Mining Families	315	9.55%
Aspiring Communities	Young Singles / Aspiring-Multihousing	22	0.67%
Urban Communities	High Density, Inner-city Neighborhoods	39	1.18%

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).

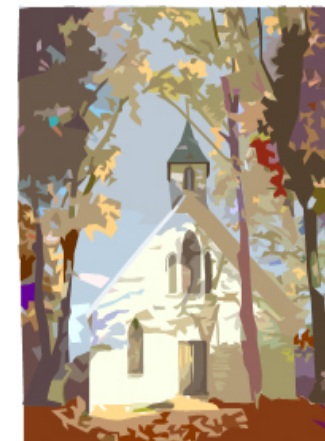
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	28,000	2,224	7.94%
Unreached %	64.59%	67.45%	104.41
Religious But NOT Evangelical HH	7,151	467	6.53%
Religious But NOT Evangelical %	16.5%	14.16%	85.81
Spiritual But NOT Relig or Evang HH	3,954	423	10.71%
Spiritual But NOT Relig or Evang %	9.12%	12.84%	140.75
Not Evangelical, Not Interested HH	17,108	1,334	7.8%
Not Evangelical, Not Interested %	39.47%	40.45%	102.49



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	6	5.56%
Active ALSBOM Attenders	13,746	1,165	8.48%
Active Evangelical Households	10,585	741	7%
Active Evangelical Percent	24.42%	22.47%	92.03
Inactive Evangelical Households	4,762	333	7%
Inactive Evangelical Percent	10.99%	10.10%	91.97
# New Churches Needed	0	0	0%

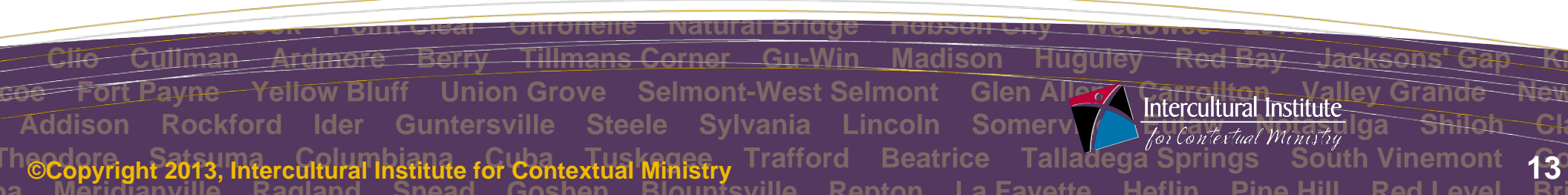


Spirituality Indicators - 30 Closest ALSBOM Churches

The table below lists the 30 closest ALSBOM churches to this site location. You will also find the distance from the site, their average worship attendance over the last five years, and their growth rate. The growth rate is based upon the growth rate of the church's resident membership, Sunday School average and AM Worship attendance. You will want to visit the closest churches as part of your site location review as you prepare to begin a new ministry or congregation. You may also want to discuss the type of people that each church is reaching with the closest churches.

	CHURCHES	DIST.	WRSH P AVG	IICM CGR
1	Southside First	0.48 mi	200	Declining
2	Southside	1.18 mi	637	Plateauing
3	Green Valley	1.35 mi	93	Plateauing
4	EdgeWater	1.43 mi	118	Declining
5	Brannon Springs	2.12 mi	31	Growing
6	Riverbend	2.74 mi	86	Growing
7	Whorton Bend	3.22 mi	36	Growing
8	Rainbow City First	3.41 mi	134	Declining
9	White Springs	3.65 mi	329	Plateauing
10	Heritage	3.69 mi	80	Growing
11	Grace Bible Church	3.74 mi	0	Plateauing
12	Harvestfield Church	3.75 mi	274	Declining
13	Lakeview	3.78 mi	100	Plateauing
14	Pine Grove	4.21 mi	52	Declining
15	MeadowBrook	4.26 mi	830	Growing

	CHURCHES	DIST.	WRSH P AVG	IICM CGR
16	Riddles Bend	4.32 mi	111	Plateauing
17	Coosa Valley	4.37 mi	53	Declining
18	Paden	5.55 mi	130	Declining
19	Valley	5.66 mi	61	Growing
20	South Gadsden	5.73 mi	43	Growing
21	McEntyre	5.83 mi	59	Growing
22	CrossPoint Community Church	5.85 mi	1,005	Growing
23	Primera Iglesia Bautista Hispana Etowah	5.85 mi	26	Declining
24	Glencoe First	5.86 mi	258	Plateauing
25	Oak Grove	5.94 mi	114	Declining
26	Louis Street	5.95 mi	82	Declining
27	Heath	6.05 mi	49	Declining
28	Cove Creek	6.17 mi	162	Growing
29	College Heights	6.29 mi	279	Plateauing
30	South Eleventh St.	6.31 mi	22	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.

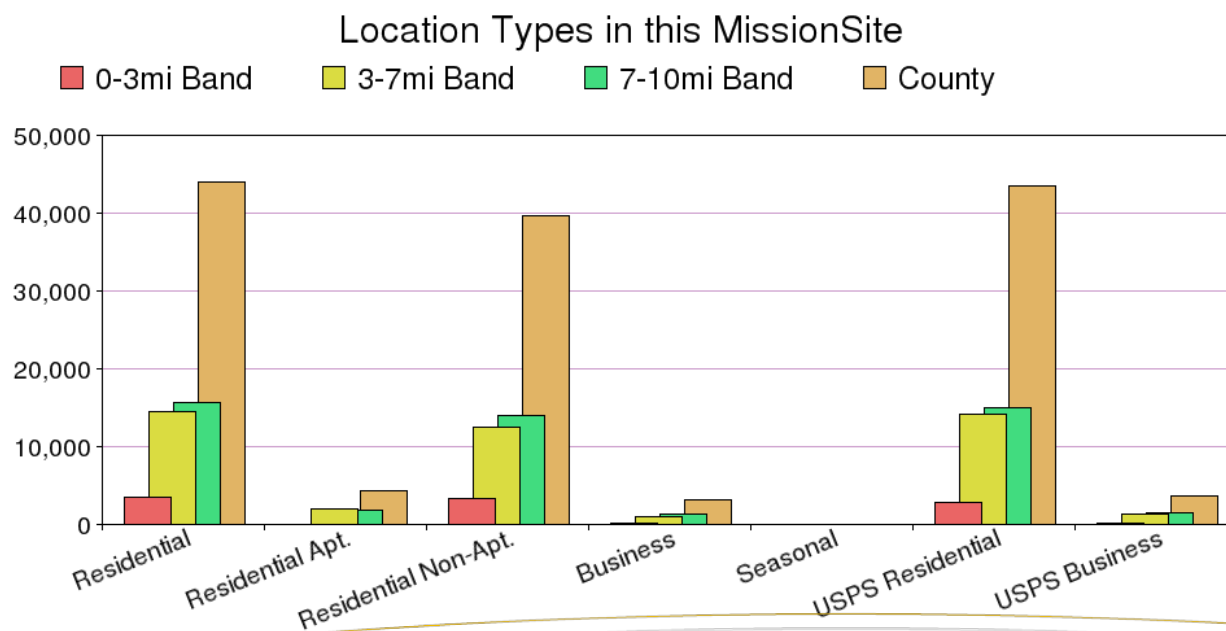


Current Demographic Summary

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	5,570	5.58%
2000 Population	103,459	7,010	6.78%
2010 Population	103,858	8,380	8.07%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	38,675	1,918	4.96%
2000 Households	41,615	2,651	6.37%
2010 Households	43,347	3,298	7.61%



Location Type	0-3mi Band
Residential	3,497
Residential Apt.	81
Residential Non-Apt.	3,416
Business	102
Seasonal	0
USPS Residential	2,842
USPS Business	125

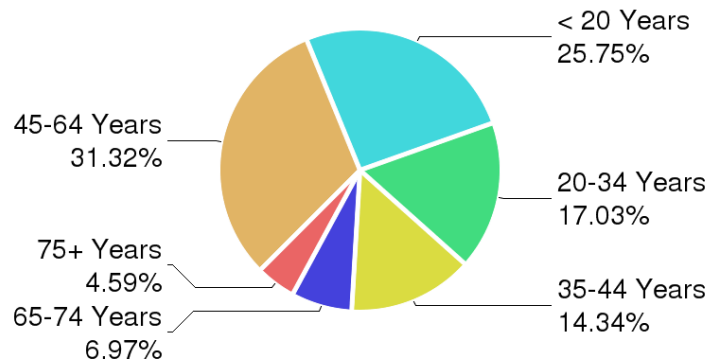
Current Demographic Summary

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%	4.64%	95.67
4-5 Years	2.51%	2.12%	84.46
6-8 Years	3.8%	3.54%	93.16
9-11 Years	3.86%	3.97%	102.85
12-13 Years	2.6%	3.15%	121.15
14-17 Years	5.18%	5.38%	103.86
18-19 Years	2.59%	2.94%	113.51
0-5 Years	7.36%	6.77%	91.98
6-12 Years	8.95%	9.09%	101.56
13-19 Years	9.07%	9.89%	109.04
< 20 Years	25.38%	25.75%	101.46
20-34 Years	18.01%	17.03%	94.56
35-44 Years	12.73%	14.34%	112.65
45-64 Years	26.85%	31.32%	116.65
65-74 Years	9.01%	6.97%	77.36
75+ Years	8.02%	4.59%	57.23
Median Age	40	40	99.55
Median Age (Male)	38	40	103.99
Median Age (Female)	42	40	94.89

Age Group Percentages

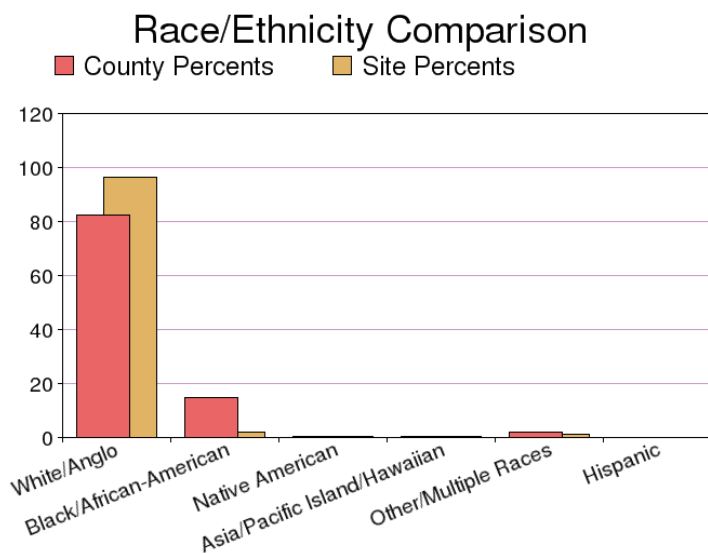


Current Demographic Summary

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	82.58%	96.41%	116.75
Black, African-American	14.64%	1.86%	12.72
Native American	0.35%	0.21%	60.79
Asian	0.53%	0.5%	94.3
Pacific Island, Hawaiian	0.05%	0%	0
Other/Multiple Races	1.85%	1.01%	54.78
Hispanic	0%	1.52%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	71,314	5,872	
Less than 9th Grade	6.57%	1.86%	354.14
No High School Diploma	11.43%	6.51%	175.74
High School Graduate	33.61%	30.09%	111.68
Some College, no degree	22.86%	26.38%	86.65
Associate Degree	8.87%	10.3%	86.11
College Degree	10.06%	15.24%	66
Graduate/Prof. degree	6.6%	9.62%	68.57

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%	3.15%	38.55
\$10,000 to \$19,999	17.08%	7.52%	44.03
\$20,000 to \$29,999	14.55%	9.22%	63.34
\$30,000 to \$49,999	22.04%	17.07%	77.44
\$50,000 to \$59,999	6.63%	8.94%	134.96
\$60,000 to \$69,999	6.62%	8.73%	131.89
\$70,000 to \$79,999	5.11%	8.52%	166.67
\$80,000 to \$89,999	3.79%	7.52%	198.27
\$90,000 to \$99,999	2.45%	4.97%	203.16
\$100,000 to \$124,999	6.25%	14.07%	225.04
\$125,000 to \$149,999	2.75%	6.67%	242.99
\$150,000 to \$199,999	1.29%	2.27%	176.03
\$200,000 to \$249,999	0.32%	0.67%	211.06
\$250,000 or more	0.58%	0.49%	84.12
Median Household	36,006	65,214	181.12
Average Household	49,475	71,971	145.47
Per Capita Household	21,073	28,335	134.46
Family/Non-Family Household Income			
Median Family Income	45,752	74,370	162.55
Average Family Income	59,545	80,184	134.66
Median Non-Family Income	19,342	32,575	168.42
Average Non-Family Income	26,471	36,337	137.27

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%	79.78%	114.7
Families with Children	33.46%	37.02%	110.66
Families without Children	36.1%	42.75%	118.44
Non-Family Households			
% Non-Family Households	30.45%	20.22%	66.42
Non-Families with Children	0.28	0.12	43.45
Non-Families without Children	30.17	20.1	66.64
Housing Units			
			Index
Total Housing Units	48,830	3,537	
Vacant percent	11.23%	6.76%	60.18
Owned percent	63.78%	81.62%	127.97%
Rented Percent	24.99%	11.62%	46.5
Households by Size			
			Index
Avg household size	2.35	2.52	107.23
Avg family hh size	2.90	2.89	99.66
Avg non-family hh size	1.09	1.03	94.5
Households By Count of Persons			
			Percent
One	11,959	605	5.06%
Two	15,716	1,326	8.44%
Three or Four	13,028	1,164	8.93%
Five+	2,644	202	7.64%

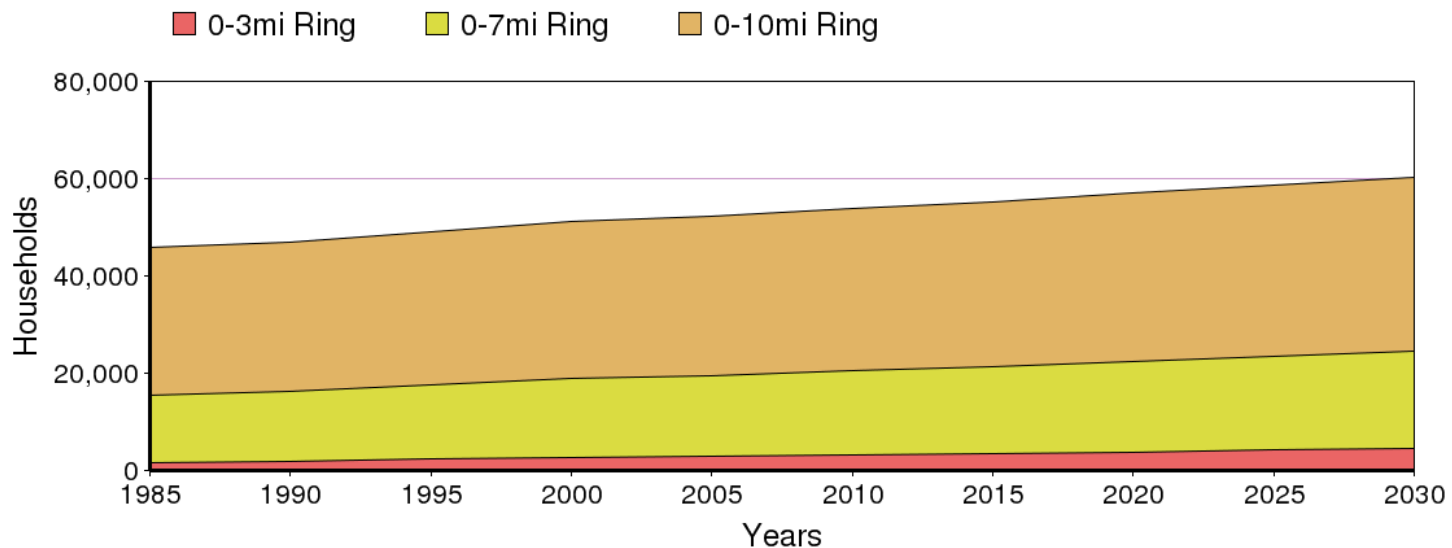
Projected Demographic Summary

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	5,570	5.58%
2000 Population	103,459	7,010	6.78%
2010 Population	103,858	8,380	8.07%
2015 Population	104,913	8,668	8.26%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	38,675	1,918	4.96%
2000 Households	41,615	2,651	6.37%
2010 Households	43,347	3,298	7.61%
2015 Households	43,996	3,421	7.78%

Household Change from 1985 to 2030



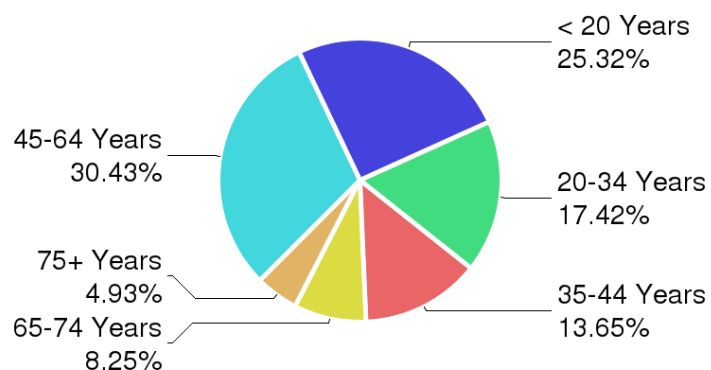
Projected Demographic Summary

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	4.64%	4.48%	96.55
4-5 Years	2.12%	2%	94.34
6-8 Years	3.54%	3.37%	95.2
9-11 Years	3.97%	3.68%	92.7
12-13 Years	3.15%	3.13%	99.37
14-17 Years	5.38%	5.61%	104.28
18-19 Years	2.94%	3.06%	104.08
0-5 Years	6.77%	6.47%	95.57
6-12 Years	9.09%	8.56%	94.17
13-19 Years	9.89%	10.28%	103.94
< 20 Years	25.75%	25.31%	98.29
20-34 Years	17.03%	17.41%	102.23
35-44 Years	14.34%	13.64%	95.12
45-64 Years	31.32%	30.42%	97.13
65-74 Years	6.97%	8.25%	118.36
75+ Years	4.59%	4.93%	107.41
Median Age	40	41	100.6
Median Age (Male)	38	41	106.31
Median Age (Female)	42	41	96.77

Projected Age Group Percentages



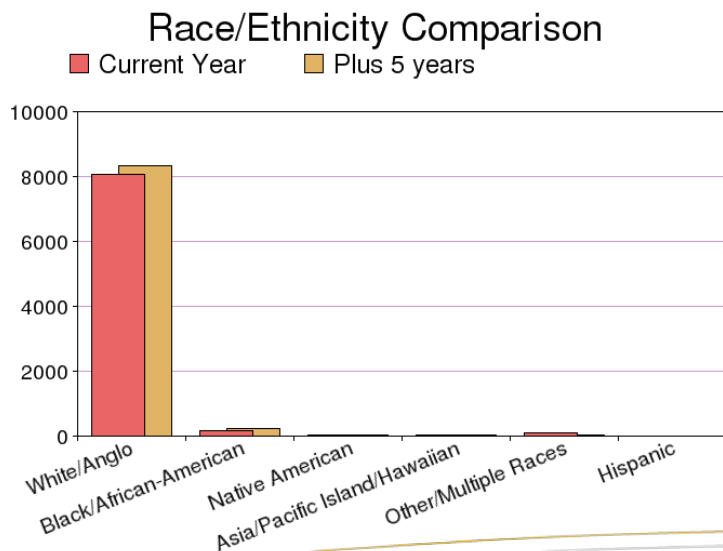
Projected Demographic Summary

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	96.41%	96%	99.57
Black, African-American	1.86%	2.64%	141.92
Native American	0.21%	0.23%	107.42
Asian	0.5%	0.54%	108.19
Pacific Island, Hawaiian	0%	0%	0
Other/Multiple Races	1.01%	0.58%	56.87
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	5,872	6,069	
Less than 9th Grade	1.86%	1.68%	90.54
No High School Diploma	6.51%	5.26%	80.8
High School Graduate	30.09%	30.09%	99.98
Some College, no degree	26.38%	26.25%	99.5
Associate Degree	10.3%	11.12%	107.95
College Degree	15.24%	15.75%	103.35
Graduate/Prof. degree	9.62%	9.85%	102.41



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	79.78%	79.07%	99.12
Families with Children	37.02	36.89	99.64
Families without Children	42.75	43.38	101.46
Non-Family Households			
% Non-Family Households	20.22%	20.93%	103.49
Non-Families with Children	0.12	0.09	103.49
Non-Families without Children	20.1	20.84	103.67
Housing Units			
Total Housing Units	3,537	3,668	103.7%
Vacant percent	6.76%	6.73%	99.66
Owned percent	81.62%	81.41%	99.74
Rented Percent	11.62%	11.86%	102.06
Households by Size			
Avg household size	2.52	2.51	99.6%
Avg family hh size	2.89	2.90	100.35%
Avg non-family hh size	1.03	1.04	100.97%
Households By Count of Persons			
One	605	650	107.44%
Two	1,326	1,370	103.32%
Three or Four	1,164	1,198	102.92%
Five+	202	205	101.49%



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	61	705	713
Northern Europe	18	6	29
Western Europe	0	21	43
Southern Europe	8	25	0
Eastern Europe	0	16	13
Other Europe	0	0	0
Eastern Asia	35	84	42
So. Central Asia	0	52	36
SE Asia	0	47	12
Western Asia	0	32	28
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	0	8	6
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	2	10
Other Africa	0	0	0
Oceania	0	23	8
Caribbean	0	20	65
Central Amer.	0	238	380
South America	0	131	21
North America	0	0	20
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	6,280	29,376	35,764
Spanish	49	820	846
Other Indo-Euro language	22	172	213
French (incl. Patois, Cajun)	0	55	30
French Creole	0	0	7
Italian	8	1	8
Portuguese	0	29	9
German	14	53	71
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	21	0
Polish	0	0	35
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	8
Persian	0	0	0
Gujarathi	0	0	0
Hindi	0	13	45
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	32	0
Japanese	0	18	3
Korean	8	8	15
Mon-Khmer, Cambodian	0	0	6
Miao, Hmong	0	0	0
Thai	0	0	0
Laotian	0	0	0
Vietnamese	0	17	0
Other Asian	0	27	0
Tagalog	0	7	6
Other Pacific Is	0	45	0
Other languages	0	50	45
Navajo	0	0	0
Other Native N. American	0	6	0
Hungarian	0	0	0
Arabic	0	32	37
Hebrew	0	0	0
African languages	0	12	8
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	4,017	22,377	26,321
Arab	0	52	12
Armenian	0	0	4
Austrian	9	0	0
British	6	103	92
Canadian	0	13	20
Croatian	0	0	9
Czech	8	33	8
Czechoslovak	0	0	0
Danish	0	39	0
Dutch	24	226	325
English	730	2,566	2,131
European	69	275	179
Finnish	0	1	20
French (not Basque)	50	250	218
French Canadian	0	32	50
German	423	1,315	993
Greek	0	29	20
Hungarian	0	39	20
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	434	1,835	2,245
Italian	69	313	242
Lithuanian	0	12	0
Norwegian	15	68	29
Polish	10	88	98
Portuguese	0	11	0
Romanian	0	7	0
Russian	36	12	18
Scandinavian	10	0	0
Scotch-Irish	116	572	642
Scottish	109	443	281
Slovak	0	7	2
Subsaharan African	0	270	180
Swedish	18	50	67
Swiss	0	13	16
Ukrainian	0	5	4
US/American	1,454	6,572	10,027
Welsh	35	65	48
West Indian	0	21	17
Yugoslavian	0	0	0
Other	392	7,038	8,303

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

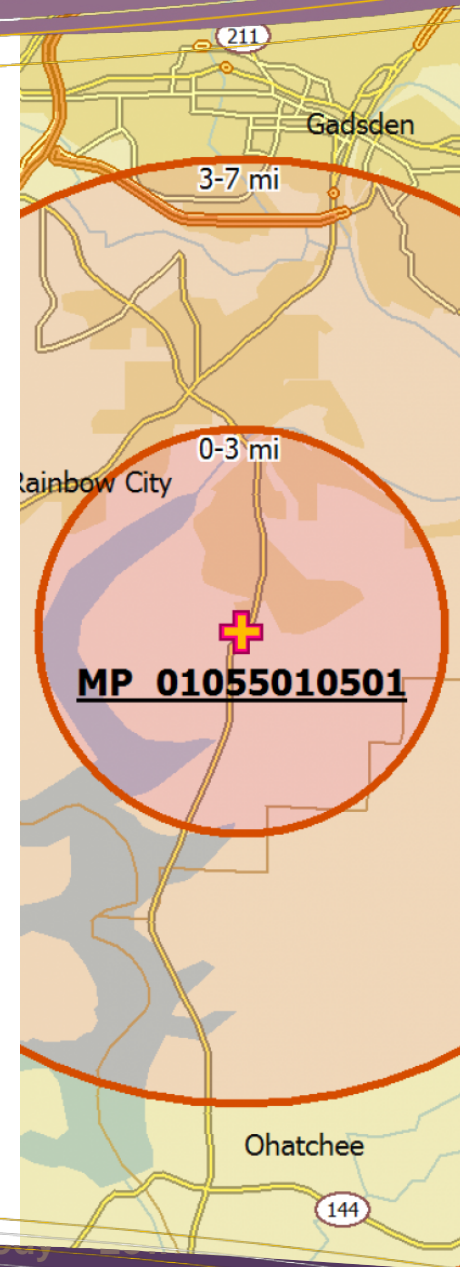
Issues for Your Consideration - continued

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	3,298	100%	2,223	100%
AFFLUENT SUBURBIA	907	27.5%	636	28.61%
America's Wealthiest	16	0.49%	13	0.58%
Dream Weavers	274	8.31%	196	8.82%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	617	18.71%	427	19.21%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	1,002	30.38%	673	30.27%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,002	30.38%	673	30.27%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TOWN SUCCESS	806	24.44%	520	23.39%
2nd City Homebodies	15	0.45%	11	0.49%
Prime Middle America	395	11.98%	257	11.56%
Urban Optimists	0	0%	0	0%
Family Convenience	396	12.01%	252	11.34%
Mid-Market Enterprise	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,298	100%	2,223	100%
BLUE COLLAR BACKBONE	22	0.67%	15	0.67%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	22	0.67%	15	0.67%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	166	5.03%	118	5.31%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	133	4.03%	96	4.32%
Urban Advancement	33	1%	22	0.99%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	20	0.61%	14	0.63%
Steadfast Conservative	20	0.61%	14	0.63%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	3,298	100%	2,223	100%
REMOTE AMERICA	128	3.88%	78	3.51%
Hardy Rural Fam.	128	3.88%	78	3.51%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	22	0.67%	16	0.72%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	22	0.67%	16	0.72%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	187	5.67%	126	5.67%
Industrious Country Living	184	5.58%	125	5.62%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	2	0.06%	1	0.04%
Hinterland Fam.	1	0.03%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	3,298	100%	2,223	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	39	1.18%	27	1.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	39	1.18%	27	1.21%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 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?



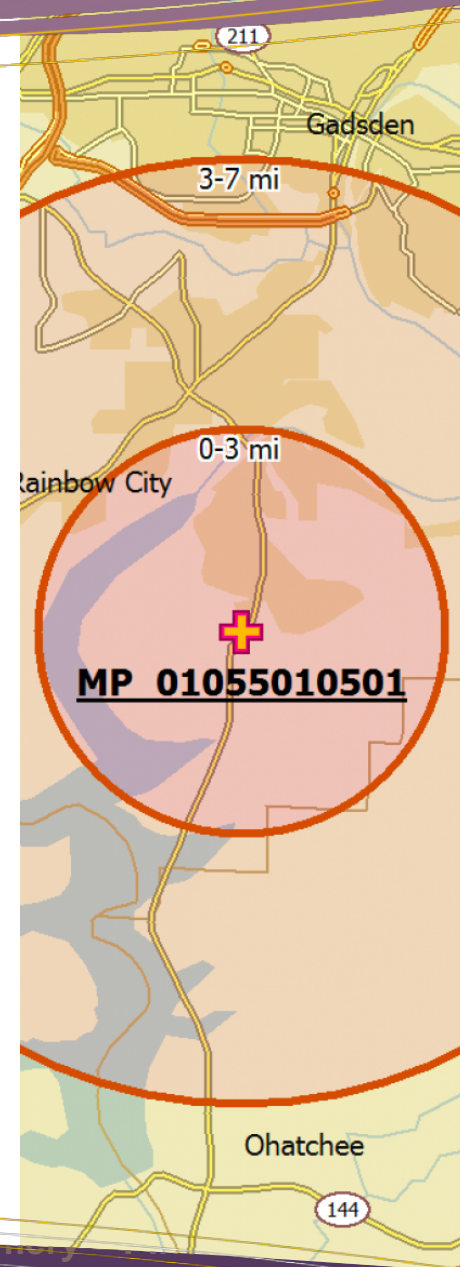
Potential Cultural Bridges

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).

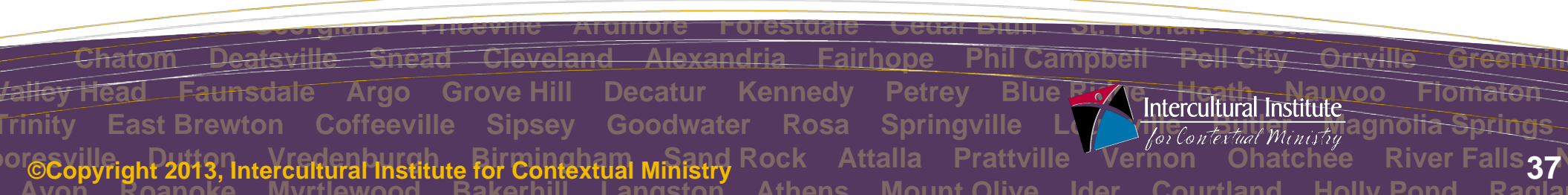


Potential Cultural Bridges

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	84%	77%	74%
Use Comp. for Internet/E-mail	73%	60%	55%
Internet Use: E-Mail	61%	50%	47%
Use Comp. for Word Processing	53%	41%	36%
Use Comp. for Comp. Games	47%	41%	39%
Use Comp. for Shopping	45%	36%	33%
Use Comp. for Digital Camera Photo Editing	44%	34%	30%
Use Comp. for Banking	41%	32%	28%
Use Comp. for Education	39%	33%	32%
HH Owns DVD Player	35%	30%	28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	34%	28%	25%
Internet Use: Banking	31%	25%	23%
Use Comp. for News/Info./Data Service	30%	24%	21%
PC-Network-HH Has One	24%	20%	18%
Use Comp. for Accounting	20%	15%	13%
Use Comp. for Personal Financial Mngmnt	19%	15%	13%
Use Comp. for Filing/DB Mngmnt	18%	14%	13%
Internet Use: Shopping: Gathered Info. for Shopping	18%	13%	12%
Internet Use: Shopping: Made A Purchase	15%	11%	10%
Internet Use: Travel Reservations	15%	10%	8%



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	71%	68%	67%
Dining Out (Not Fast Food)	67%	58%	55%
Reading Books	58%	55%	53%
Card Games	46%	42%	41%
Go To A Beach/Lake	45%	37%	34%
Gardening	42%	37%	35%
Cooking for Fun	38%	36%	35%
Board Games	36%	32%	31%
Visit Museum	25%	21%	19%
Photography	22%	19%	18%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	69%	69%	68%
Gen./Fam. Practitioner	44%	40%	40%
Dentist	34%	29%	26%
Eye Dr.	23%	22%	21%
Backache	21%	22%	23%
None Of These	20%	19%	19%
High Cholesterol	19%	19%	18%
Hypertension/High Blood Pressure	18%	20%	20%
Any Arthritis	15%	16%	16%
Acid Reflux Disease (GERD)	14%	15%	15%

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	31.81%	28.42%	26.35%
Live Theater	26.99%	22.19%	19.72%
Live Theater Most Often	22.94%	18.58%	16.17%
Rock/Pop Concerts Most Often	16.73%	14.86%	13.9%
Comedy Club	9.87%	8.53%	8.29%
Dance Performance	9.01%	9.1%	8.85%
Movies: Comedy	42.54%	40.21%	39.53%
Movies: Action/Adventure	41.72%	39.4%	38.82%
Movies: Romantic Comedy	23.11%	21.21%	20.15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	21.84%	21.47%	21.32%
Movies: Drama	20.79%	21.22%	20.93%
Movies: Mystery	16.38%	16.98%	17.64%
MLB Baseball Reg. Season	11.35%	7.61%	6.39%
NFL Football Reg. Season	9.11%	6.34%	5.51%
College Football Reg. Season	8.83%	6.85%	6.06%
College Basketball Reg. Season	5.61%	4.67%	4.09%
NBA Basketball Reg. Season	5.15%	3.69%	3.4%
NHL Hockey Reg. Season	3.86%	2.59%	2.19%

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	45.89%	41.71%	39.4%
Swimming	39.96%	33.33%	31.06%
Bowling	24.13%	21.34%	20.79%
Weight Training	20.14%	16.09%	14.48%
Billiards/Pool	19.71%	17.9%	17.39%
Golf	19.32%	14.74%	12.83%
Freshwater Fishing	19.09%	17.76%	18.06%
Camping Trips	18.49%	15.34%	15.41%
Using Cardio Machine	17.21%	13.58%	12.21%
Jogging/Running	16.78%	15.06%	14.16%
Mountain/Road Biking	16.69%	13.34%	12.02%
Basketball	15.24%	14.95%	15.02%
Stationary Cycling	14.09%	12.41%	11.32%
Backpacking/Hiking	11.71%	9.51%	9.09%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Power Boating	11.64%	9.41%	8.27%
Hunting	11.35%	10.2%	10.44%
Target Shooting	10.84%	9.27%	9.05%
Aerobics	10.61%	10.06%	9.52%
Baseball	10.5%	10.15%	10.11%
Canoeing/Kayaking	9.02%	7.22%	6.57%
Football	8.91%	9.22%	9.25%
Saltwater Fishing	8.75%	7.42%	7.3%
Softball	8.48%	7.35%	7.06%
Volleyball	8.25%	8%	8.18%
Tennis	7.89%	6.87%	6.31%
Yoga	7.83%	7.04%	6.54%
Motorcycling	7.3%	5.88%	5.56%
Soccer	6.92%	6.3%	5.95%



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
Horseback Riding	6.34%	5.48%	5.47%
Downhill & X-Country Skiing	6.3%	4.9%	4.21%
Snorkeling	6.16%	5.02%	4.57%
Ice Skating	5.93%	5.42%	5.21%
Jet Skiing	5.7%	4.71%	4.29%
Roller Skating	5.61%	5.27%	4.99%
Archery	5.55%	4.67%	4.6%
Water Skiing	5.51%	4.54%	4.15%
Fly Fishing	4.81%	4.63%	4.58%
Snowmobiling	4.33%	3.74%	3.54%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	3.96%	3.39%	3.18%
Sailing	3.95%	3.5%	3.04%
Rock Climbing	3.94%	3.52%	3.41%
Racquetball	3.81%	3.53%	3.34%
Auto Racing	3.5%	3.63%	3.93%
Martial Arts	3.38%	2.94%	2.91%
Skateboarding	3.32%	3.22%	3.31%
Rowing	3.22%	2.64%	2.42%
Hockey	3.16%	3.16%	3.12%
Surfing & Windsurfing	2.98%	2.5%	2.37%

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.

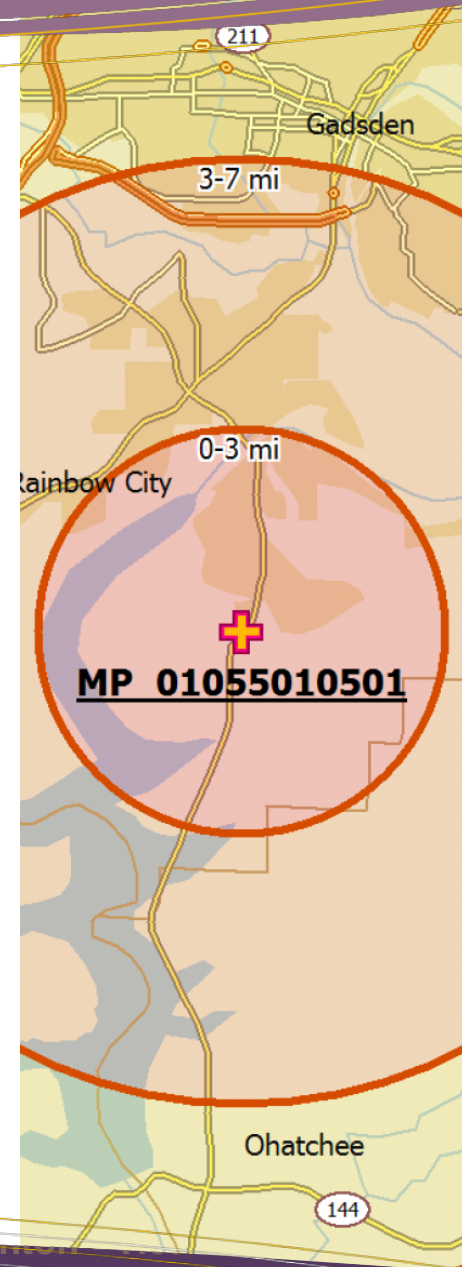
BIBLICAL BARRIERS

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.

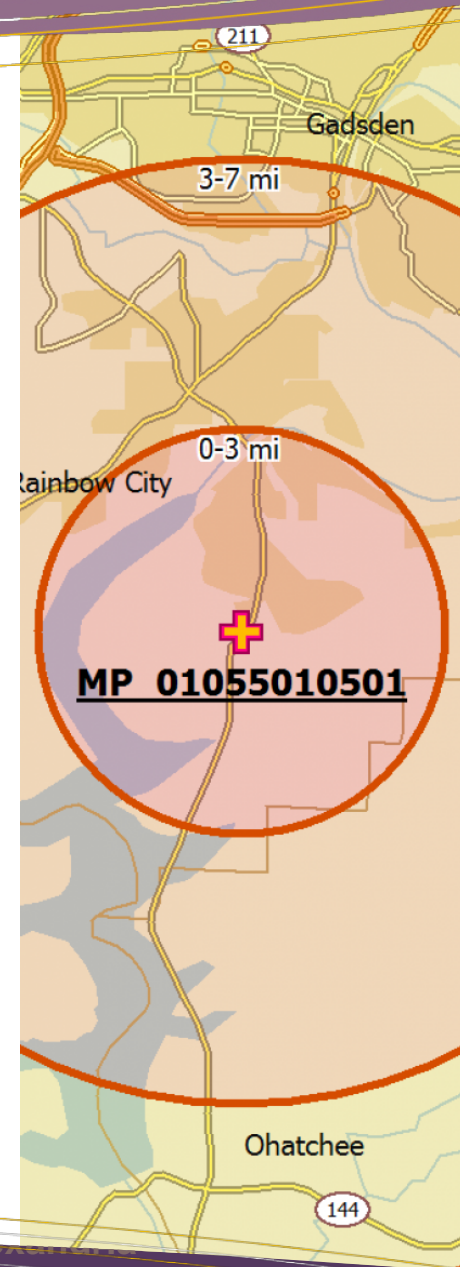
CULTURAL BARRIERS OF ACCEPTANCE

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.

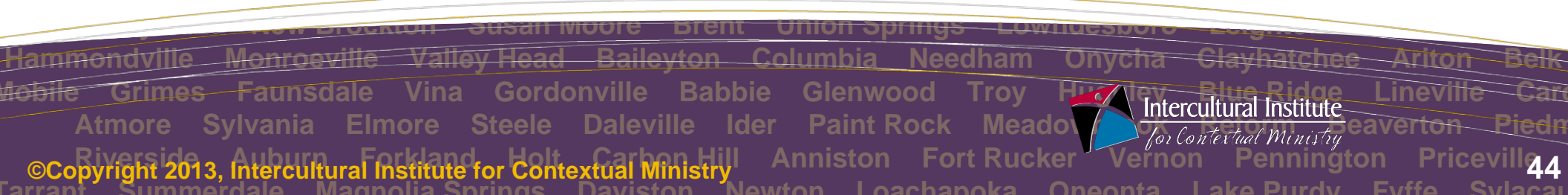


Potential Cultural Barriers:

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	49%	51%	52%
Find It Difficult To Say No To My Kids	40%	38%	38%
Prefer To Have Few Possessions As Possible	39%	34%	31%
Woman's Place Is In The Home	35%	35%	35%
Speak My Mind Even If It Upsets People	33%	36%	36%
If Won Lottery Would Never Work Again	32%	28%	26%
Like To Do Unconventional Things	29%	29%	29%
Like Control Over People And Resources	29%	33%	34%
Don't Judge People/Way They Live Life	28%	29%	30%
Friends More Important Than My Fam.	26%	25%	23%
Money Is Best Measure Of Success	26%	26%	25%
Marijuana Should Be Legalized	21%	20%	20%

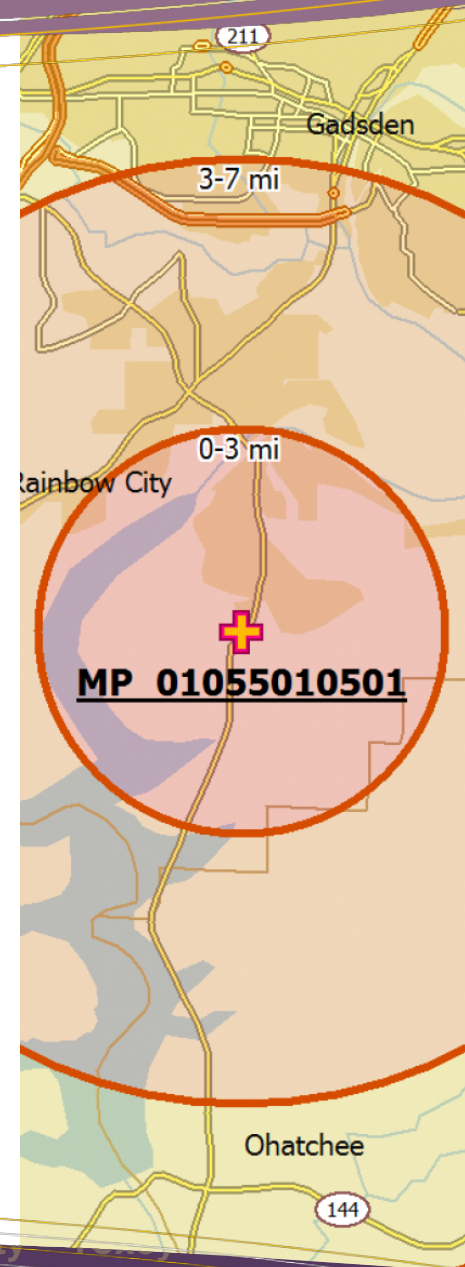
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	20%	21%	22%
Too Much Sponsorship In Arts/Sports	18%	23%	25%
Rarely Sit Down to a Meal Together At Home	17%	17%	18%
Like To Pursue Challenge/Novelty/Change	16%	17%	17%
I Am A Workaholic	15%	18%	18%
Only Work Current Job for The Money	13%	14%	14%
Happy With My Standard Of Living	12%	12%	12%
We Should Strive for Equality for All	11%	13%	14%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	8%	8%	8%
Little I Can Do To Change My Life	7%	8%	8%
Willing To Give Up Time With Fam. To Advance	5%	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:

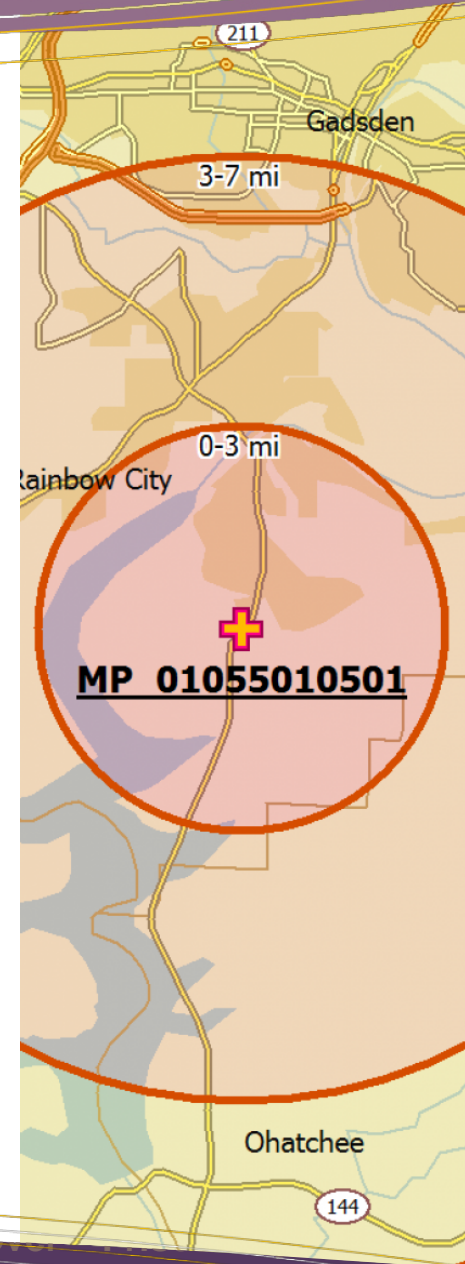
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	70%	63%	60%
You Should Seize Opportunities In Life	56%	57%	57%
Prefer To Have Few Possessions As Possible	39%	34%	31%
Like To Understand About Nature	38%	38%	38%
Prefer Work Part Of Team Than Alone	33%	34%	35%
Important Feel Respected By My Peers	32%	33%	34%
Have Keen Sense Of Adventure	27%	27%	26%
Important To Juggle Various Tasks	26%	30%	31%
People Have To Take Me As They Find Me	26%	23%	22%
Good At Fixing Things	25%	28%	28%
Like To Just Enjoy Life	23%	22%	21%
Worried About Pollution Caused By Cars	20%	17%	17%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	16%	19%	20%
Real Men Don't Cry	15%	16%	16%
Looking for New Ideas To Improve Home	14%	17%	17%
Is An Important Part Of Who I Am	14%	15%	15%
Try Not To Worry About The Future	13%	15%	14%
Enjoy Spending Time With My Fam.	12%	12%	13%
Provide My Kids With The Little Extras	8%	12%	14%
Like Spending Most Time With Fam.	4%	5%	5%
Feel Very Alone In The World	4%	5%	6%
Children Should Be Allowed To Express Themselves	4%	5%	6%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	4%	4%

Potential Shared Places

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



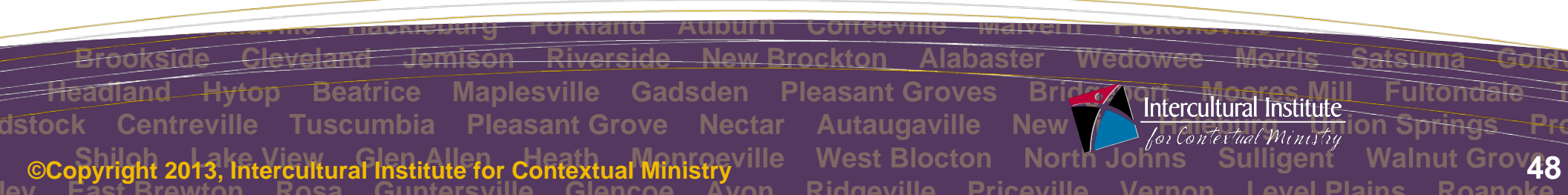
Grayson Valley Fairview Columbia Mignon Opelika York Opp Babbie Midfield Newville New Hope U
Onycha Hackleburg Reece City Millbrook Daviston Center Point Glen Allen Chelsea Oak Grove Athel
nelle Marion Sylvan Springs Meridianville Wetumpka Hartford Indian Sp... Mooreville
Douglas Lake View Cottonwood Newbern Faunsdale Camden Brookside Pennington New Site We
ville Vance Winfield Pisgah Thorshy Priceville Tuscumbia Anniston River Falls Benton Orrville Fort

Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	87.25%	82.71%	80.82%
Fast Food/Drive-In Restaurant-Visit Any	86.5%	85.85%	86.34%
McDonald's	58.5%	56.26%	56.31%
Burger King	35.71%	36.53%	37.72%
Subway	33.67%	31.64%	31.48%
Applebee's	32.82%	29.25%	27.86%
Wendy's	32.2%	31.18%	30.84%
Taco Bell	28.9%	27.57%	27.57%
Kentucky Fried Chicken (KFC)	25.27%	29.38%	31.03%
Arby's	24.87%	23.05%	23.15%
Olive Garden	23.46%	20.76%	19.58%
Pizza Hut	20%	22.56%	23.94%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.44%	18.87%	19.34%
Outback Steakhouse	18.17%	15.36%	14.25%
Cracker Barrel	17.44%	15.71%	15.55%
Red Lobster	16.5%	17.11%	17.52%
Chili's Grill and Bar	16.3%	13.34%	12.34%
Starbucks	15.29%	12.68%	11.12%
Chick-Fil-A	14.47%	12.85%	12.41%
TGI Friday's	13.73%	11.83%	11.17%
IHOP (International House Of Pancakes)	13.51%	13.37%	13.33%
Quiznos Sub	12.49%	10.63%	9.61%
Sonic	12.48%	14.13%	15.16%
Ruby Tuesday	12.37%	11.38%	11.25%

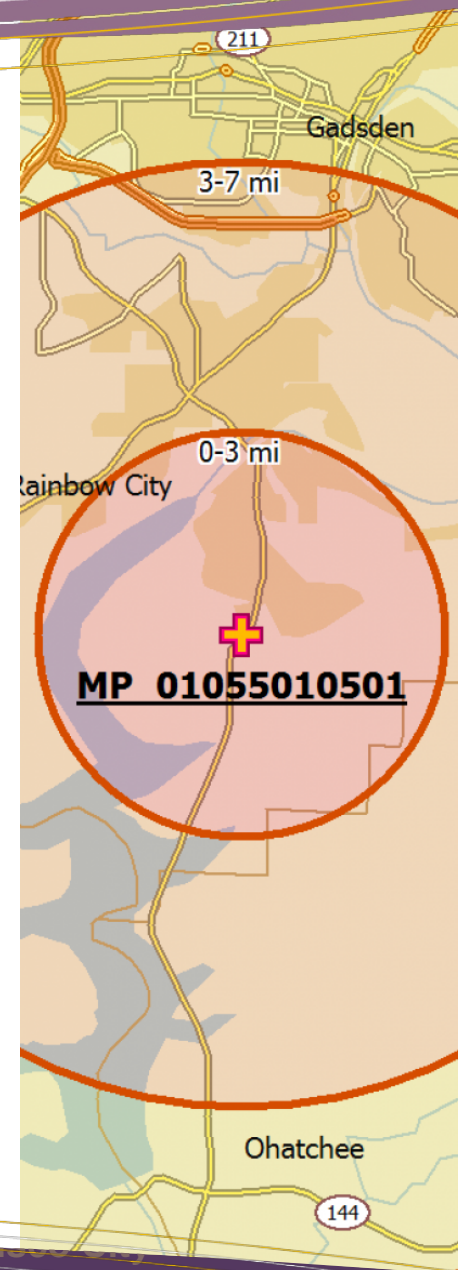


Potential Shared Projects

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!

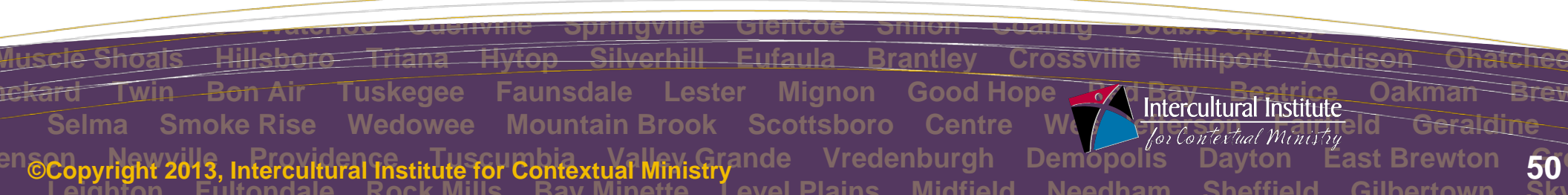


Potential Shared Projects

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	55.07%	48.71%	45.61%
Recycled products	43.68%	35.76%	31.89%
Worked as volunteer (non political)	22.81%	18.32%	16.59%
Engaged in fund raising	13.83%	12.16%	11.19%
Religious club member	8.77%	8.05%	7.81%
Wrote to elected offcl about publ bus	8.2%	6.42%	5.69%

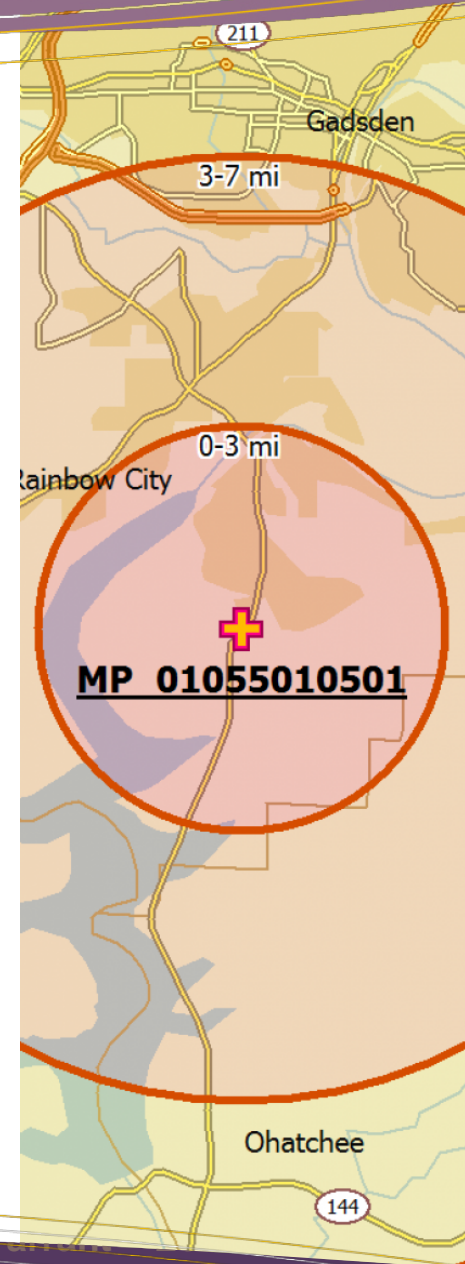
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	7.31%	6.14%	5.69%
Charitable Organization	6.54%	5.67%	5.24%
Union member	6.43%	5.48%	5.04%
Addressed a public meeting	6.26%	5.25%	4.72%
Took active part in local civic issue	5.97%	5.34%	5.01%
Fraternal order member	5.5%	4.81%	4.47%



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.

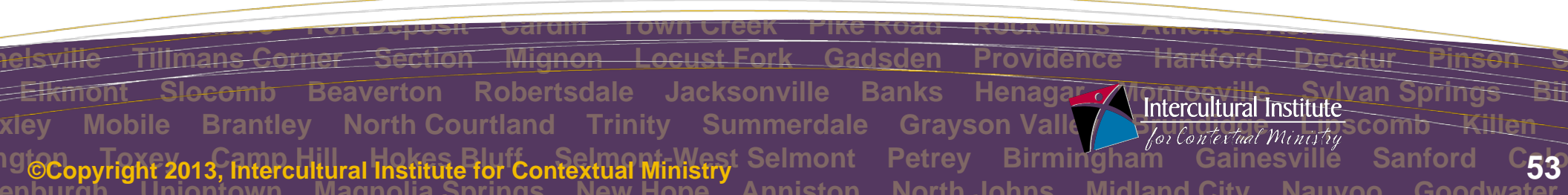


Potential Print & Audio Media Content:

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	61.04%	56.29%	54.18%
Business/Finance	36.33%	30.46%	27.35%
Sport	34.9%	32.74%	31.45%
Editorial Page	34.51%	31.3%	29.88%
Classified	32.61%	33.08%	34.24%
Comics	29.5%	27.6%	27.12%
Movie Listings & Reviews	28.36%	25.68%	24.21%
Food/Cooking	28.08%	25.58%	24.57%
Home/Gardening	25.35%	21.96%	20.59%
TV/Radio Listings	25.32%	24.11%	23.57%
Travel	23.97%	20.15%	18.06%
Science/Technology	21.8%	18.26%	16.55%
Fashion	15.25%	14.71%	14.23%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	22.93%	20.63%	21.37%
Adult Contemporary	20.68%	17.37%	16.33%
News/Talk	18.14%	12.91%	10.69%
CHR Contemp Hit Radio	16.03%	16.35%	16.68%
Rock	15.11%	11.77%	10.65%
Classic Rock	13.34%	10.43%	9.36%
Oldies	13.29%	11.6%	10.83%
Alternative	12.29%	9.18%	8.06%
Soft Contemporary	8.64%	6.45%	5.66%
Variety	8.35%	8.13%	7.44%
Religious	7.78%	6.54%	6.11%
Urban Contemporary	7.22%	16.15%	18.63%
All News	6.93%	5.99%	4.82%
All Talk	5.8%	4.68%	3.79%
Sports	5.63%	4.23%	3.52%
Classic Hits	5.13%	3.77%	3.38%
Classical	4.75%	3.71%	3.06%
Jazz	4.64%	5.74%	5.45%



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	69.25%	64.88%	62.46%
Satellite Dish	62.05%	56.61%	55.45%
Soapnet	53.53%	51.95%	50.84%
Other Video-On-Demand	42.35%	44.64%	46.94%
Sci-Fi Channel	40.13%	37.34%	36.07%
Adult Pay Per View TV	39.9%	35.72%	34.62%
Comedy Central	38.29%	32.28%	28.35%
MSNBC	36.73%	34.93%	33.65%
Adult Swim	32.54%	26.53%	24.1%
Nickelodeon	31.88%	28.95%	27.94%
TV Info From Sunday TV Magazine	31.75%	29.73%	28.52%
Subscribe Digital Cable	31.34%	29.9%	30.67%

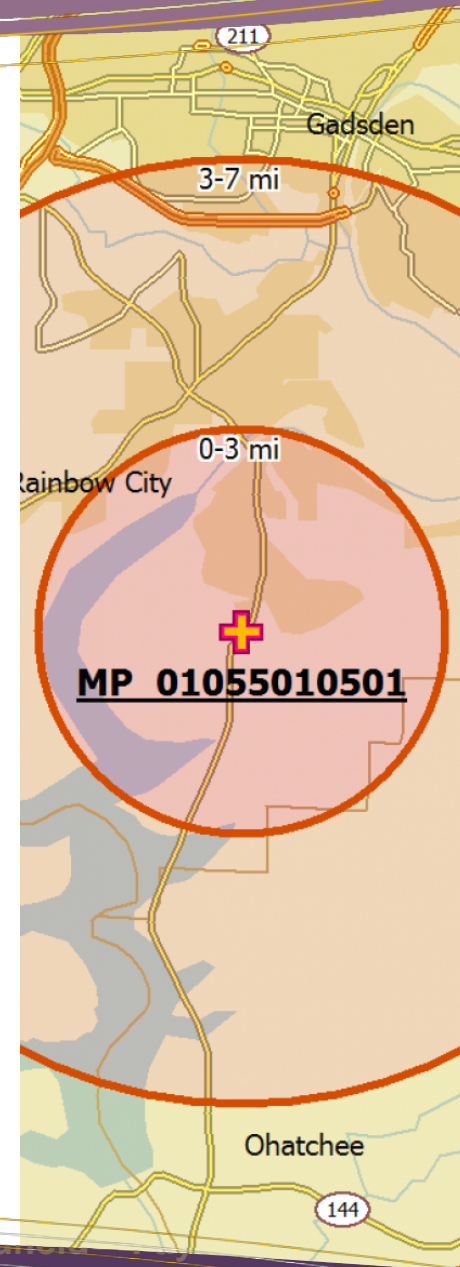
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	30.11%	25.92%	24.21%
TV Info From Newspapers	28.98%	26.87%	26.1%
Nick At Nite	28.66%	26.02%	24.81%
The Golf Channel	28.44%	24.39%	22.08%
ABC Fam.	28.38%	24.11%	21.52%
USA Network	28.04%	25.41%	24%
Video-On-Demand Movies	27.8%	21.42%	19.82%
TCM (Turner Classic Movies)	27.49%	25.93%	24.71%
BET (Black Entertainment TV)	27.1%	25%	24.14%
ESPN Classic	26.46%	21.41%	18.28%
TV Info From Monthly Cable Guide	26.32%	24.59%	24.37%
ESPN2	26.15%	22.45%	20.96%

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+)	24.24%	20.4%	18.55%
Medium Users (4-6)	12.88%	10.85%	10.12%
Light Users (1-3)	21.7%	20.21%	19.66%
Quintiles (20%)			
Newspaper I (Heavy)	1.16%	1.13%	1.16%
Newspaper II	1.1%	1.21%	1.29%
Newspaper III	2.26%	2.32%	2.22%
Newspaper IV	0.44%	0.46%	0.54%
Newspaper V (Light)	1.13%	1.27%	1.25%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.59%	19.36%	19.33%
Magazines II	7.9%	8.43%	8.73%
Magazines III	9.68%	9.76%	9.65%
Magazines IV	10.5%	11.64%	11.64%
Magazines V (Light)	0.72%	0.6%	0.55%
Outdoor I (Heavy)	5.69%	6.52%	6.7%
Outdoor II	2.04%	3.21%	3.36%
Outdoor III	2.63%	3.53%	3.76%
Outdoor IV	14.9%	16.53%	17.66%
Outdoor V (Light)	25.8%	25.72%	25.74%
Yellow Pages I (Heavy)	13.66%	14.67%	15.16%
Yellow Pages II	4.82%	5.9%	5.95%
Yellow Pages III	4.24%	6.18%	6.83%
Yellow Pages IV	19.27%	22.35%	23.44%
Yellow Pages V (Light)	2.13%	3.37%	3.93%

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)	2.72%	2.86%	2.89%
Drive Time III (Medium)	0.58%	0.7%	0.74%
Radio IV & V (Light)	2.13%	2.46%	2.52%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.56%	9.44%	9.59%
Radio III (Medium)	5.37%	4.76%	4.5%
Radio IV & V (Light)	3.19%	3.26%	3.18%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.24%	13.36%	12.38%
Cable III (Medium)	3.89%	4.85%	5.39%
Cable IV & V (Light)	31.42%	34.75%	36%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.15%	3.68%	3.77%
Prime Time III (Medium)	1.91%	1.88%	1.88%
Prime Time IV & V (Light)	7.63%	8.19%	8.62%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.91%	40.19%	39.7%
Fringe III (Medium)	51.22%	54.57%	55.59%
Fringe IV (Light)	55.65%	56.4%	56.34%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.78%	13.81%	14.86%
All Day III (Medium)	22.93%	24.31%	25.02%
All Day IV (Light)	11.72%	14.02%	14.16%

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]	14.07%	11.97%	11.35%
6:00am - 10:00am	18.74%	16.78%	14.86%
10:00am - 3:00pm	6.33%	8.01%	8.85%
3:00pm - 7:00pm	14.42%	14.94%	15.25%
7:00pm - Midnight	16.53%	14.2%	12.9%
Midnight - 6:00am	5.8%	6.4%	6.45%
Weekend Radio			
Listeners			
Dayparts [summary]	16.81%	14.85%	14.53%
6:00am - 10:00am	4.93%	3.89%	3.46%
10:00am-3:00pm	6.16%	5.57%	4.97%
3:00pm - 7:00pm	7.93%	7.23%	7.72%
7:00pm - Midnight	10.44%	9.58%	9.17%
Midnight - 6:00am	11.55%	12.09%	12.05%

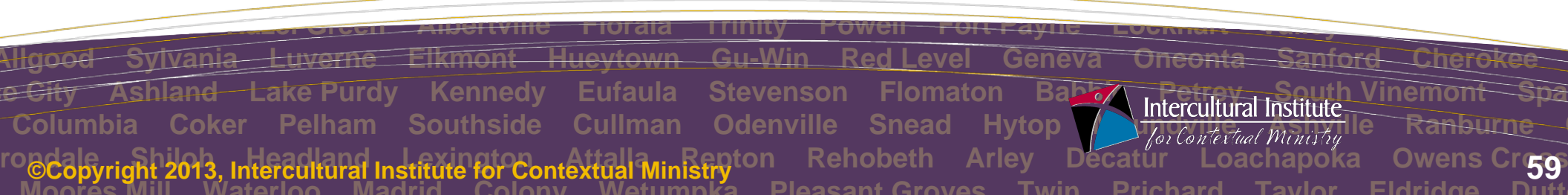
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	11.51%	8.59%	7.38%
Saturday: 8:00-11:00pm	8.96%	8.47%	7.88%
Sunday: 7:00-11:00pm	11.47%	9.97%	9.5%
9:00am-1:00pm	28.66%	26.02%	24.81%
9:00am-4:00pm	32.73%	29.78%	28.3%
4:00pm-7:00pm	33.37%	30.79%	28.45%
11:00pm-1:00am	43.56%	43.02%	41.82%
AVG Prime time	2.79%	3.57%	3.8%
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	19.44%	17.59%	16.4%
7-9am	26.15%	22.45%	20.96%
9am-12noon	25.06%	21.53%	19.92%
12noon-4pm	7.66%	8.25%	8.38%
4-6pm	56.51%	49.7%	45.97%
6-7pm	20.66%	19.07%	18.44%
7-7:30pm	1.69%	1.49%	1.31%
7:30-8pm	10.96%	10.85%	10.95%
8-11pm	11.51%	8.59%	7.38%
11pm-12am	36.73%	34.93%	33.65%
11pm-1am	43.56%	43.02%	41.82%
1-6am	35.26%	32.47%	30.12%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	21.21%	18.91%	17.75%
Sat: 10am-1pm	9.14%	8.37%	8.03%
Sat: 1-4pm	26.27%	25.09%	24.81%
Sat: 4-6pm	7.61%	7.28%	7.28%
Sat: 6-7pm	2.98%	2.13%	1.78%
Sat: 7-8pm	1.81%	1.29%	0.99%
Sat: 8-11pm	8.96%	8.47%	7.88%
Sat: 11pm-1am	5.21%	5.32%	5.01%
Sat: 1am-7pm	28.04%	25.41%	24%
Sun: 7-10am	2.16%	2.06%	2.05%
Sun: 10am-1pm	7.9%	6.52%	6.22%
Sun: 1-4pm	7.02%	5.9%	5.48%
Sun: 4-7pm	15.84%	13.42%	12.82%
Sun: 7-11pm	11.47%	9.97%	9.5%
Sun: 11pm-1am	5.19%	4.66%	4.5%
Sun: 1-7am	24.99%	21.44%	20.3%



Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

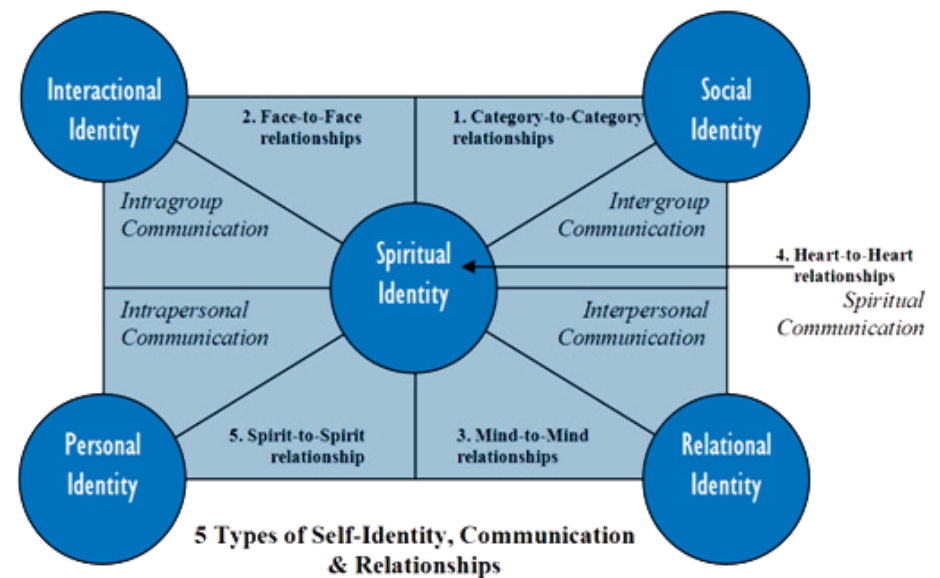
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

Establishing Redemptive Relationships

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

Communication Steps

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

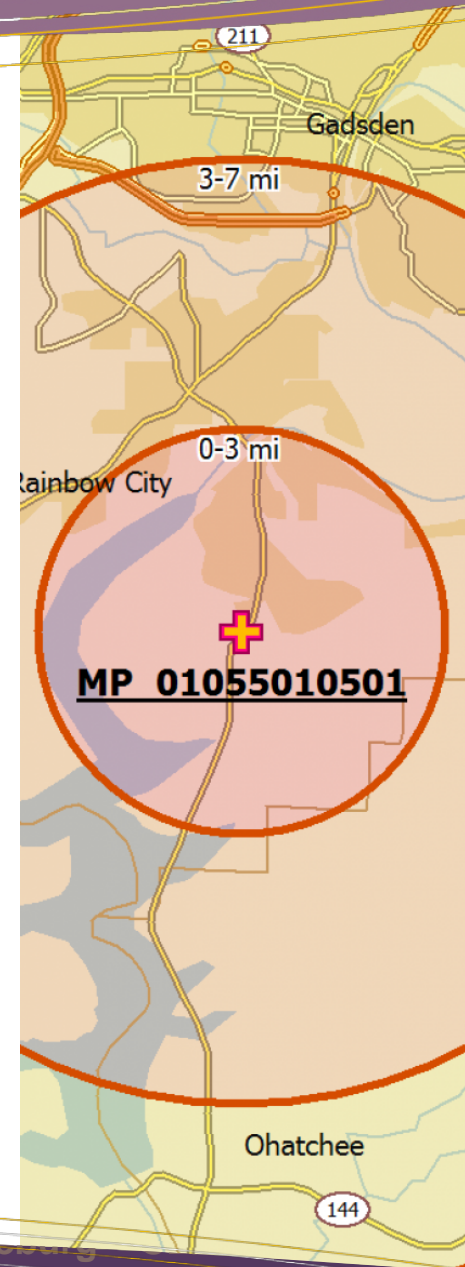


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report 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. SITESCAPE 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	Southside First	2560 Mountain View Dr Southside, AL 35907	0.48 mi	200	Declining
2	Southside	3975 Highway 77 Southside, AL 35907	1.18 mi	637	Plateauing
3	Green Valley	4150 Green Valley Rd Southside, AL 35907	1.35 mi	93	Plateauing
4	EdgeWater	1790 Hwy. 77 Southside, AL 35907	1.43 mi	118	Declining
5	Brannon Springs	3003 Green Valley Rd Southside, AL 35907	2.12 mi	31	Growing
6	Riverbend	474 Lakewood Dr Gadsden, AL 35901	2.74 mi	86	Growing
7	Whorton Bend	2820 Whorton Bend Rd Gadsden, AL 35901	3.22 mi	36	Growing
8	Rainbow City First	200 E Grand Ave Rainbow City, AL 35906	3.41 mi	134	Declining
9	White Springs	4411 Rainbow Dr Rainbow City, AL 35906	3.65 mi	329	Plateauing
10	Heritage	395 Williams Avenue Rainbow City, AL 35906	3.69 mi	80	Growing
11	Grace Bible Church	3322 Rainbow Dr Rainbow City, AL 35906	3.74 mi	0	Plateauing
12	Harvestfield Church	4533 Rainbow Drive Rainbow City, AL 35906	3.75 mi	274	Declining
13	Lakeview	6511 Bass Way Southside, AL 35907	3.78 mi	100	Plateauing
14	Pine Grove	910 Green Valley Rd Glencoe, AL 35905	4.21 mi	52	Declining
15	MeadowBrook	2525 Rainbow Dr Gadsden, AL 35901	4.26 mi	830	Growing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Riddles Bend	5574 Riddles Bend Rd Rainbow City, AL 35906	4.32 mi	111	Plateauing
17	Coosa Valley	523 W Grand Ave Rainbow City, AL 35906	4.37 mi	53	Declining
18	Paden	900 Padenreich Ave Gadsden, AL 35903	5.55 mi	130	Declining
19	Valley	3640 Oak Grove Rd Gadsden, AL 35905	5.66 mi	61	Growing
20	South Gadsden	1405 Owens St Gadsden, AL 35904	5.73 mi	43	Growing
21	McEntyre	13988 Greensport Rd Ashville, AL 35953	5.83 mi	59	Growing
22	CrossPoint Community Church	2730 Wills Creek Road Gadsden, AL 35904	5.85 mi	1,005	Growing
23	Primera Iglesia Bautista Hispana Etowah	2730 Wills Creek Road Gadsden, AL 35904	5.85 mi	26	Declining
24	Glencoe First	103 N College St Glencoe, AL 35905	5.86 mi	258	Plateauing
25	Oak Grove	2800 Reads Mill Rd Glencoe, AL 35905	5.94 mi	114	Declining
26	Louis Street	270 Louis St Gadsden, AL 35903	5.95 mi	82	Declining
27	Heath	205 Highland Ave Glencoe, AL 35905	6.05 mi	49	Declining
28	Cove Creek	403 Pineview Ave Glencoe, AL 35905	6.17 mi	162	Growing
29	College Heights	411 Rabbittown Road Glencoe, AL 35905	6.29 mi	279	Plateauing
30	South Eleventh St.	929 Monte Vista Dr Gadsden, AL 35904	6.31 mi	22	Declining

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Mamre	PO Box 118 Wellington, AL 36279	6.33 mi	66	Declining
32	Triune	520 Lee St SE Attalla, AL 35954	6.50 mi	29	Plateauing
33	South Highland	912 Odelle Ave Gadsden, AL 35901	6.56 mi	33	Declining
34	Edgewood	1729 Mount Zion Ave Gadsden, AL 35904	6.61 mi	56	Declining
35	Hebron	4522 Peeks Hill Rd Ohatchee, AL 36271	6.63 mi	54	Declining
36	North Glencoe	1119 Chastain Boulevard Gadsden, AL 35903	6.96 mi	413	Declining
37	East Walnut	202 E Walnut St Gadsden, AL 35903	6.98 mi	30	Plateauing
38	East Gadsden	PO Box 2187 Gadsden, AL 35903	7.04 mi	486	Declining
39	Eastside	PO Box 2215 Gadsden, AL 35903	7.08 mi	37	Growing
40	Central Missionary	750 Rockledge Rd Attalla, AL 35954	7.09 mi	29	Plateauing
41	Gadsden First	PO Box 456 Gadsden, AL 35902	7.24 mi	333	Plateauing
42	RiverEast	PO Box 2636 Gadsden, AL 35903	7.25 mi	69	Declining
43	Calvary	PO Box 2036 Gadsden, AL 35903	7.25 mi	75	Plateauing
44	Hopkins Chapel	323 S. 12th St. Gadsden, AL 35901	7.40 mi	0	Plateauing
45	Duke First	PO Box 26 Wellington, AL 36279	7.45 mi	52	Plateauing



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

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