

MissionSite

top unreached locations



SLOCOMB, AL

CENSUS TRACT: 01061050500

REGION: Southeastern Region

ASSOCIATION: Geneva

DISTRICT: 05: Southeast River District

COUNTY: Geneva

SITESCAPE: Countryside

DENSITY PATTERN: M



Alabama Baptist Convention
State Board of Missions



In partnership with the:



Intercultural Institute
for Contextual Ministry

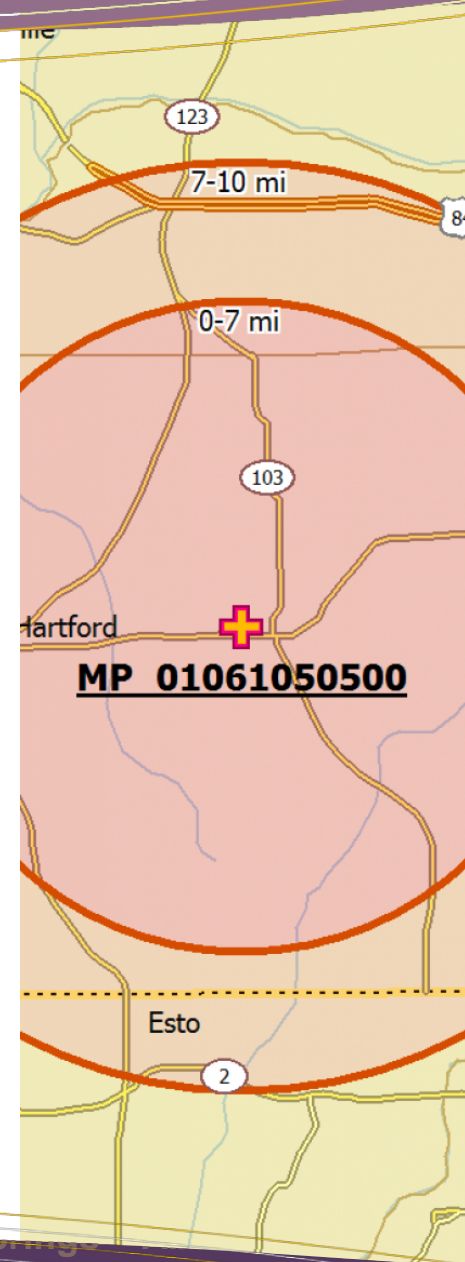
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Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

	Location Typography	CODE	LOCATION
1	Region	0104	Southeastern Region
2	Association	1320	Geneva
3	District	05	Southeast River District
4	County Location	01061	Geneva
5	Zipcode	36375	Geneva
6	Sitescape Category	1	Countryside
7	Sitescape Group	1.2	Distant Settlements
8	Sitescape Subgroup	1.23	Settlements adjacent to a small town
9	Sitescape Density Pattern	M	2500-10000-10000

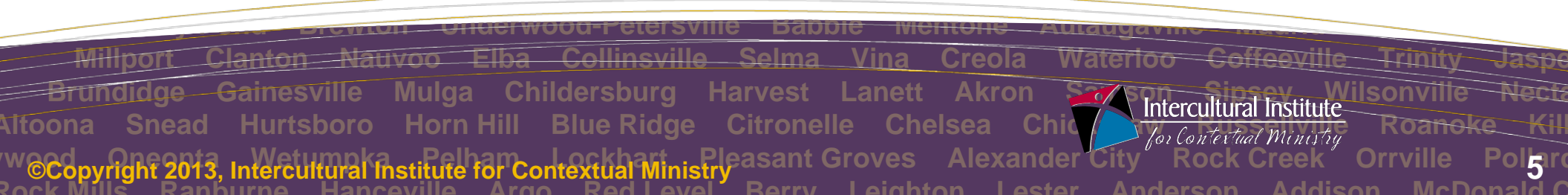


MP 01061050500

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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	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	0-7 MILES	7-10 MILES	10-15 MILES
2010 Population	9,817	9,924	58,946
2010 Households	3,822	3,617	22,526
2010 Group Quarters Population	103	5	714

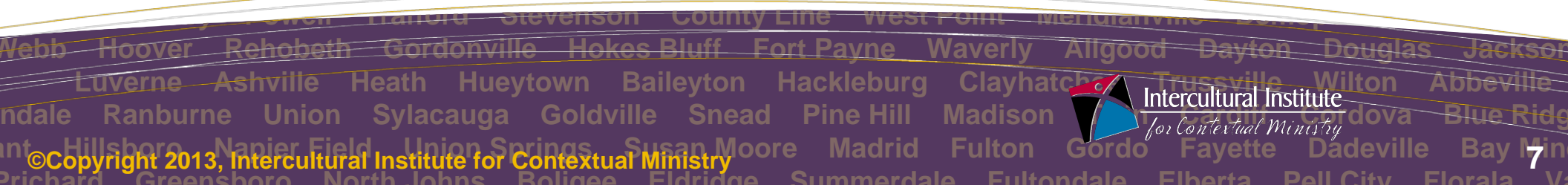
BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	6	14	14
Language Diversity National Index	8	7	5
Foreign Born Diversity National Index	7	10	29
Ancestry Diversity National Index	36	41	45
Racial Diversity National Index	30	26	29

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	1	True
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	1	True
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
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 0-7 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	0-7 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	133	3.48%
Mainstay Communities	Established, Diverse Households	330	8.63%
Working Communities	Blue-collar, Working Families	517	13.53%
Country Communities	Rural, Agri. & Mining Families	1,996	52.22%
Aspiring Communities	Young Singles / Aspiring-Multihousing	117	3.06%
Urban Communities	High Density, Inner-city Neighborhoods	727	19.02%

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 0-7 mile band that are in each category. The index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	0-7 MILE BAND	% INDEX
Unreached Households	5,970	2,159	36.16%
Unreached %	57.7%	56.49%	97.91
Religious But NOT Evangelical HH	1,244	431	34.67%
Religious But NOT Evangelical %	12.02%	11.28%	93.86
Spiritual But NOT Relig or Evang HH	844	311	36.8%
Spiritual But NOT Relig or Evang %	8.16%	8.13%	99.63
Not Evangelical, Not Interested HH	3,925	1,430	36.43%
Not Evangelical, Not Interested %	37.93%	37.42%	98.64



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	41	3	7.32%
Active ALSBOM Attenders	3,914	378	9.66%
Active Evangelical Households	3,294	348	10.57%
Active Evangelical Percent	31.83%	33.45%	105.08
Inactive Evangelical Households	1,084	115	10.6%
Inactive Evangelical Percent	10.48%	11.04%	105.39
# 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.	WRSHIP AVG	IICM CGR		CHURCHES	DIST.	WRSHIP AVG	IICM CGR
1	Slocomb First	1.18 mi	272	Growing	16	Mt. Calvary	7.21 mi	48	Declining
2	Pleasant Hill	2.20 mi	78	Growing	17	Pilgrim's Rest West	7.59 mi	32	Growing
3	Christian Home	2.77 mi	28	Growing	18	New Providence	7.90 mi	37	Growing
4	Union	4.08 mi	56	Declining	19	Fellowship	8.57 mi	16	Declining
5	Shiloh	4.08 mi	149	Plateauing	20	Rehobeth	9.16 mi	339	Plateauing
6	Bethesda	4.46 mi	34	Declining	21	Taylor	9.25 mi	71	Declining
7	New Teamon	4.47 mi	97	Plateauing	22	Bay Springs	9.48 mi	208	Plateauing
8	Hartford	5.05 mi	382	Declining	23	Adoniram	10.05 mi	11	Plateauing
9	Ebenezer	5.12 mi	15	Declining	24	Pilgrim Home	10.06 mi	126	Growing
10	New Covenant	5.39 mi	10	Declining	25	Mt. Gilead	10.33 mi	676	Declining
11	Corinth	5.58 mi	27	Declining	26	Antioch	11.59 mi	15	Declining
12	Malvern	5.82 mi	212	Growing	27	Pathway	11.94 mi	136	Plateauing
13	New Hinson	6.25 mi	184	Growing	28	Providence	12.02 mi	141	Growing
14	New Prospect Hartford	6.26 mi	30	Plateauing	29	Midway	12.12 mi	19	Plateauing
15	Bethel	6.46 mi	38	Plateauing	30	Bellwood	12.35 mi	65	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.

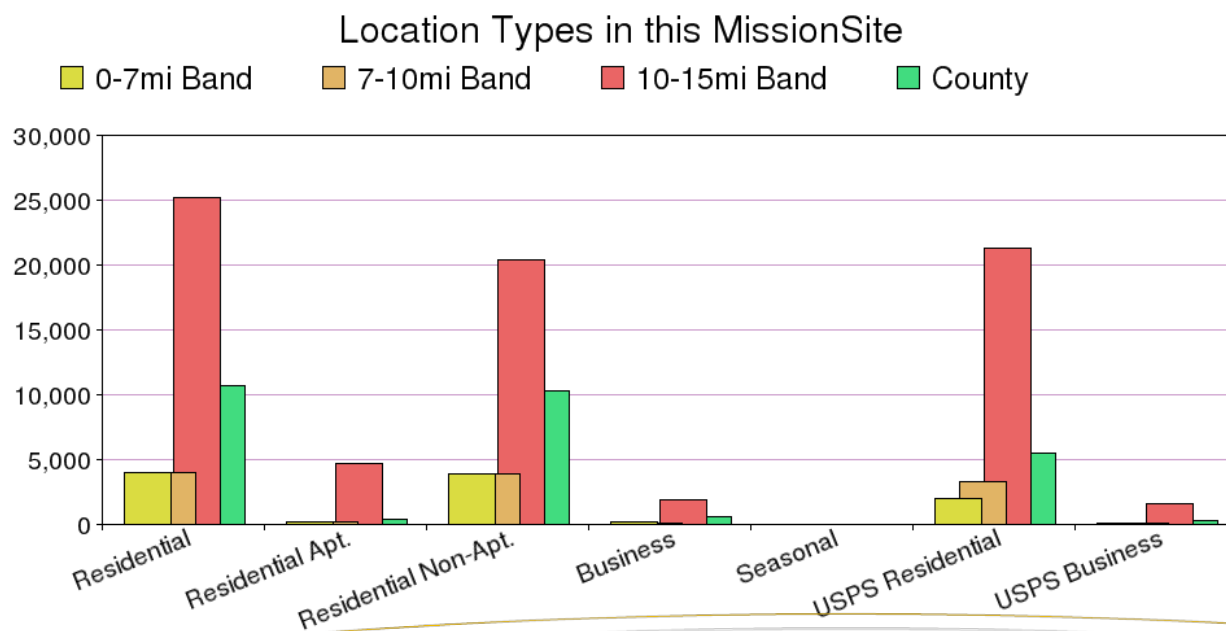


Current Demographic Summary

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 0-7 mile band. The percentage of the county population and number of households that appears in the 0-7 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	23,647	8,510	35.99%
2000 Population	25,764	9,727	37.75%
2010 Population	26,083	9,817	37.64%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	9,231	3,345	36.24%
2000 Households	10,477	3,882	37.05%
2010 Households	10,348	3,822	36.93%

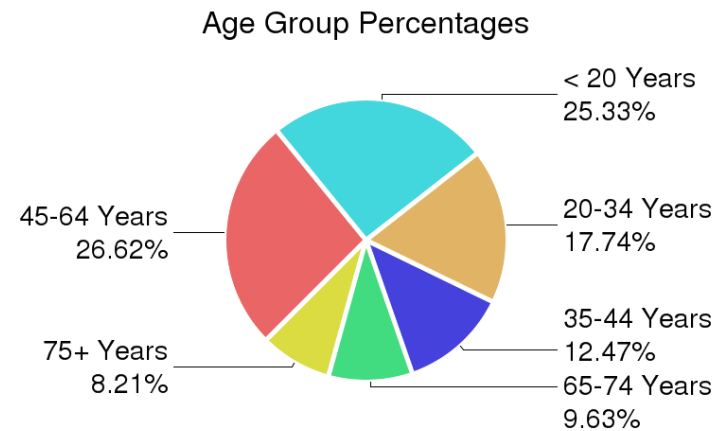


Location Type	0-7mi Band
Residential	4,034
Residential Apt.	183
Residential Non-Apt.	3,851
Business	162
Seasonal	0
USPS Residential	2,049
USPS Business	88

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.



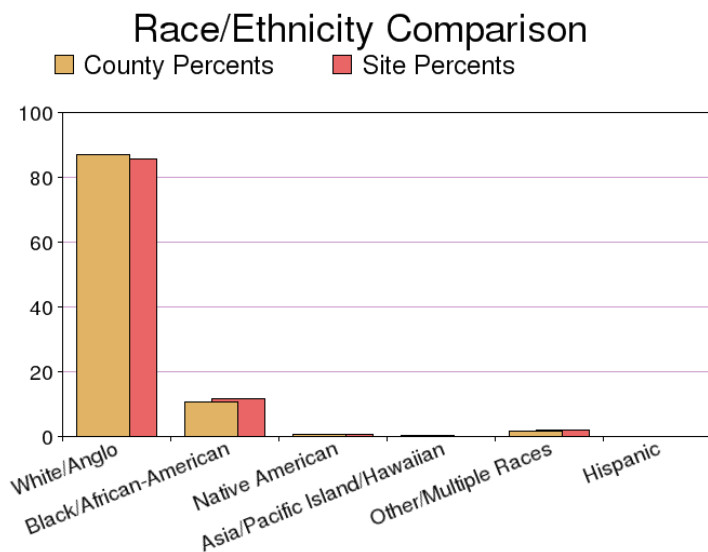
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5%	5.64%	112.8
4-5 Years	2.35%	1.83%	77.87
6-8 Years	3.45%	3.42%	99.13
9-11 Years	3.52%	3.95%	112.22
12-13 Years	2.37%	2.89%	121.94
14-17 Years	4.86%	4.81%	98.97
18-19 Years	2.45%	2.79%	113.88
0-5 Years	7.35%	7.48%	101.77
6-12 Years	8.15%	8.86%	108.71
13-19 Years	8.49%	9%	106.01
< 20 Years	23.99%	25.34%	105.63
20-34 Years	17.6%	17.75%	100.85
35-44 Years	12.1%	12.47%	103.06
45-64 Years	27.86%	26.63%	95.59
65-74 Years	10.12%	9.63%	95.16
75+ Years	8.32%	8.21%	98.68
Median Age	42	36	86.38
Median Age (Male)	40	36	90.94
Median Age (Female)	44	38	86.7

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100.

2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	86.87%	85.54%	98.46
Black, African-American	10.52%	11.54%	109.74
Native American	0.8%	0.76%	95.8
Asian	0.14%	0.06%	43.09
Pacific Island, Hawaiian	0.03%	0.02%	75.91
Other/Multiple Races	1.65%	2.08%	126.05
Hispanic	0%	4.27%	0



Education of Adults (25 yrs+)			
Total Adults over age 25 years.	18,278	6,788	
Less than 9th Grade	9.73%	9.81%	99.2
No High School Diploma	18%	16.34%	110.17
High School Graduate	36.25%	37.55%	96.52
Some College, no degree	18.49%	19.62%	94.24
Associate Degree	7.94%	7.28%	109.16
College Degree	6.18%	5.97%	103.53
Graduate/Prof. degree	3.41%	3.43%	99.3

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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.

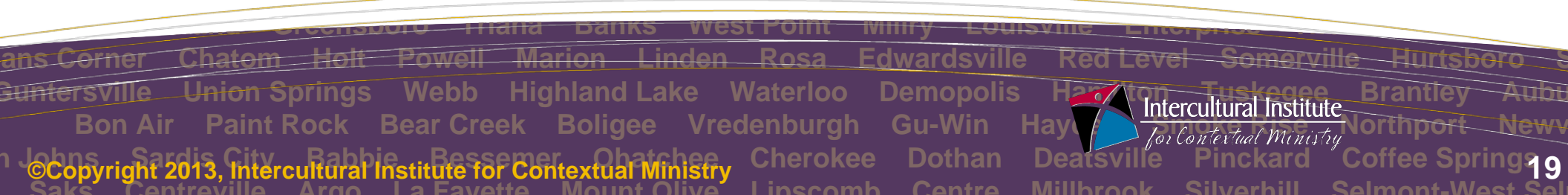
2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	INDEX
Household Income			
< \$10,000	14.04%	13.95%	122.3
\$10,000 to \$19,999	17.7%	16.9%	95.47
\$20,000 to \$29,999	13.67%	14.47%	105.81
\$30,000 to \$49,999	23.82%	23.5%	98.63
\$50,000 to \$59,999	7.65%	7.4%	96.74
\$60,000 to \$69,999	7.41%	7.54%	101.66
\$70,000 to \$79,999	4.28%	3.85%	89.84
\$80,000 to \$89,999	2.61%	2.17%	83.23
\$90,000 to \$99,999	1.76%	1.67%	95.21
\$100,000 to \$124,999	3.91%	5.02%	128.35
\$125,000 to \$149,999	1.46%	1.83%	125.51
\$150,000 to \$199,999	0.88%	1.05%	119.01
\$200,000 to \$249,999	0.11%	0.13%	123.07
\$250,000 or more	0.69%	0.44%	64.83
Median Household	33,399	34,587	103.56
Average Household	45,200	46,884	103.73
Per Capita Household	18,131	18,254	100.68
Family/Non-Family Household Income			
Median Family Income	43,376	45,986	106.02
Average Family Income	56,499	55,958	99.04
Median Non-Family Income	15,958	20,750	130.03
Average Non-Family Income	24,906	24,518	98.44

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 0-7 mile band percentages are given. The Index value assumes that if the county percent and the 0-7 mile band percent were both the same, the index would be 100. Thus values lower than 100 reflect categories where the percentage in the 0-7 mile band are lower than the county average. The values that are higher than 100 reflect categories where the percentage is higher for the 0-7 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	64.23%	65.67%	102.24
Families with Children	27.89%	28.6%	102.54
Families without Children	36.35%	37.07%	102.01
Non-Family Households			
% Non-Family Households	35.77%	34.33%	95.98
Non-Families with Children	0.69	0.89	129.65
Non-Families without Children	35.08	33.44	95.32
Housing Units			Index
Total Housing Units	12,487	4,549	
Vacant percent	17.13%	15.98%	93.3
Owned percent	62.84%	64.72%	102.99%
Rented Percent	20.03%	19.34%	96.59
Households by Size			Index
Avg household size	2.49	2.54	102.01
Avg family hh size	3.17	3.18	100.32
Avg non-family hh size	1.28	1.32	103.13
Households By Count of Persons			Percent
One	3,304	1,168	35.35%
Two	2,842	1,054	37.09%
Three or Four	3,261	1,238	37.96%
Five+	941	361	38.36%



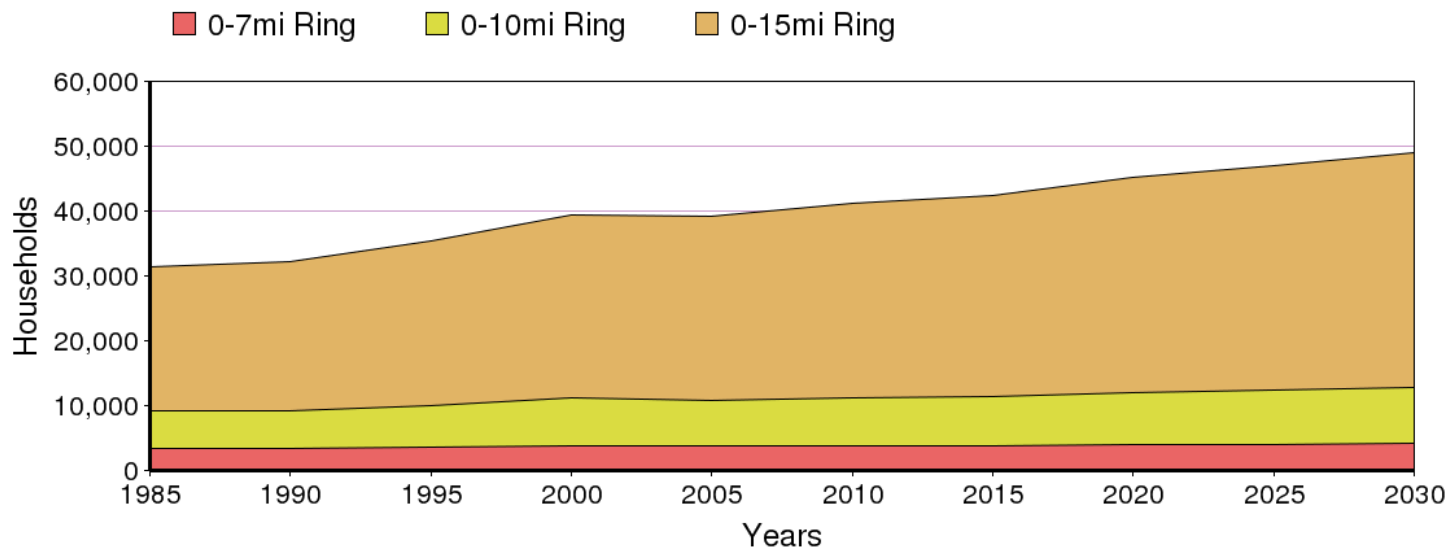
Projected Demographic Summary

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 0-7 mile ring. The percentage of the county population and number of households that appears in the 0-7 mile ring is given for each year. The graph illustrates household change from 1985 to 2030.

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	23,647	8,510	35.99%
2000 Population	25,764	9,727	37.75%
2010 Population	26,083	9,817	37.64%
2015 Population	26,688	10,018	37.54%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	9,231	3,345	36.24%
2000 Households	10,477	3,882	37.05%
2010 Households	10,348	3,822	36.93%
2015 Households	10,338	3,809	36.84%

Household Change from 1985 to 2030



Brilliant Valley Head Hackleburg Cedar Bluff La Fayette Rockford Lincoln Hytop White Hall Pell City
 Napier Field Blue Springs Shorter Newton Parrish Fairview Gordonville Grant Rutledge Sp
 Red Level Mentone Muscle Shoals Courtland West Point Crossville Tazewell McMullen Decatur
 Trussville Bon Air Forkland Margaret West Blocton New Brockton Falkville Bakerhill Arab Satsum
 Bluff Red Bay Beaverton Pine Hill Prattville Loachapoka Pickensville Colony Douglas Valley Dadevil

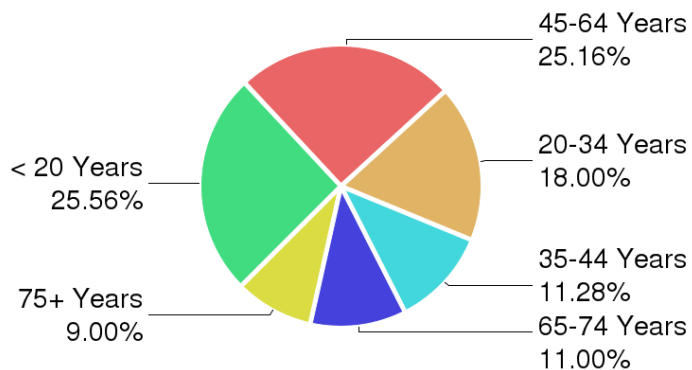
Projected Demographic Summary

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 0-7 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	5.64%	6.07%	107.62
4-5 Years	1.83%	2.05%	112.02
6-8 Years	3.42%	3.76%	109.94
9-11 Years	3.95%	3.87%	97.97
12-13 Years	2.89%	2.75%	95.16
14-17 Years	4.81%	4.51%	93.76
18-19 Years	2.79%	2.55%	91.4
0-5 Years	7.48%	8.12%	108.56
6-12 Years	8.86%	9.07%	102.37
13-19 Years	9%	8.36%	92.89
< 20 Years	25.34%	25.55%	100.83
20-34 Years	17.75%	18%	101.41
35-44 Years	12.47%	11.28%	90.46
45-64 Years	26.63%	25.15%	94.44
65-74 Years	9.63%	11%	114.23
75+ Years	8.21%	9%	109.62
Median Age	42	38	89.65
Median Age (Male)	40	36	90.64
Median Age (Female)	44	40	89.27

Projected Age Group Percentages



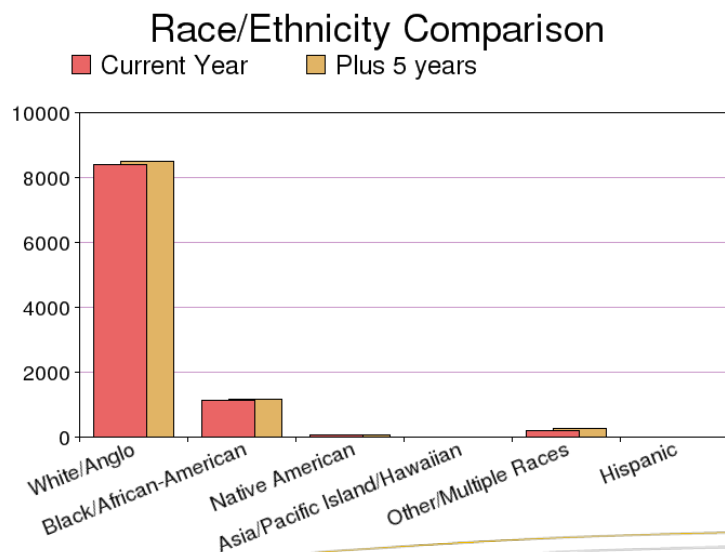
Projected Demographic Summary

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 0-7 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	85.54%	84.77%	99.1
Black, African-American	11.54%	11.66%	101.02
Native American	0.76%	0.81%	105.83
Asian	0.06%	0.08%	130.66
Pacific Island, Hawaiian	0.02%	0.01%	49
Other/Multiple Races	2.08%	2.68%	128.74
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	6,788	6,882	
Less than 9th Grade	9.81%	8.37%	85.31
No High School Diploma	16.34%	14.94%	91.43
High School Graduate	37.55%	39.83%	106.06
Some College, no degree	19.62%	19.31%	98.41
Associate Degree	7.28%	8.05%	110.61
College Degree	5.97%	6.1%	102.29
Graduate/Prof. degree	3.43%	3.4%	99.06



Projected Demographic Summary

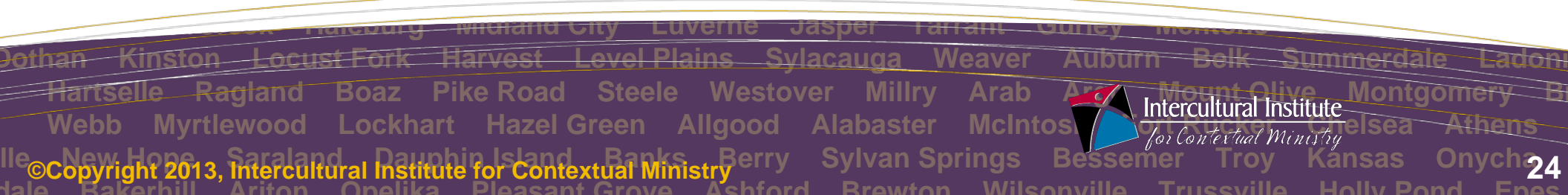
A comparison between the current and PROJECTED demographic summary of household income and family / non-family income for the site location appears on the right. For each category both the current year and the projected percents for the 0-7 mile band are given. The Index value given, assumes that if 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 0-7 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 0-7 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	13.95%	12.42%	89.05
\$10,000 to \$19,999	16.9%	15.88%	93.97
\$20,000 to \$29,999	14.47%	13.91%	96.17
\$30,000 to \$49,999	23.5%	22.87%	97.32
\$50,000 to \$59,999	7.4%	7.67%	103.53
\$60,000 to \$69,999	7.54%	8.3%	110.1
\$70,000 to \$79,999	3.85%	4.49%	110.58
\$80,000 to \$89,999	2.17%	2.42%	107.59
\$90,000 to \$99,999	1.67%	1.76%	105.04
\$100,000 to \$249,999	5.02%	6.09%	121.25
\$125,000 to \$149,999	1.83%	2.31%	126.14
\$150,000 to \$199,999	1.05%	1.18%	112.88
\$200,000 to \$249,999	0.13%	0.16%	120.41
\$250,000 or more	0.44%	0.45%	100.34
Median Household	34,587	37,180	107.5
Average Household	46,884	50,876	108.51
Per Capita Household	18,254	19,345	105.98
Family/Non-Family Household Income			
Median Family Income	45,986	50,507	109.83
Average Family Income	55,958	61,318	109.58
Median Non-Family Income	20,750	22,273	107.34
Average Non-Family Income	24,518	28,215	115.08

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 0-7 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 0-7 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 0-7 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	65.67%	62.4%	95.02
Families with Children	28.6	26.73	93.46
Families without Children	37.07	33.71	90.92
Non-Family Households			
% Non-Family Households	34.33%	37.6%	109.52
Non-Families with Children	0.89	1.21	109.52
Non-Families without Children	33.44	36.39	108.82
Housing Units			
Total Housing Units	4,549	4,531	99.6%
Vacant percent	15.98%	15.93%	99.71
Owned percent	64.72%	64.67%	99.92
Rented Percent	19.34%	19.44%	100.51
Households by Size			
Avg household size	2.54	2.60	102.36%
Avg family hh size	3.18	3.36	105.66%
Avg non-family hh size	1.32	1.35	102.27%
Households By Count of Persons			
One	1,168	1,258	107.71%
Two	1,054	895	84.91%
Three or Four	1,238	1,232	99.52%
Five+	361	425	117.73%



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:	0-7 MILES	7-10 MILES	10-15 MILES
Foreign Born Pop	104	43	877
Northern Europe	0	1	87
Western Europe	23	10	140
Southern Europe	0	0	33
Eastern Europe	7	0	23
Other Europe	0	0	0
Eastern Asia	0	16	112
So. Central Asia	0	0	102
SE Asia	0	7	38
Western Asia	0	0	7
Other Asia	0	0	0

BORN IN:	0-7 MILES	7-10 MILES	10-15 MILES
Eastern Africa	0	0	3
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	9
Oceania	0	0	15
Caribbean	0	0	42
Central Amer.	72	8	169
South America	0	1	37
North America	2	0	60
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	0-7 MILES	7-10 MILES	10-15 MILES
English only	9,637	7,231	44,901
Spanish	176	143	726
Other Indo-Euro language	55	38	641
French (incl. Patois, Cajun)	36	4	169
French Creole	0	0	0
Italian	0	0	42
Portuguese	0	0	0
German	13	17	219
Yiddish	0	0	0
Other West Germanic	0	0	26
A Scandinavian Language	0	0	11
Greek	0	16	0
Russian	0	0	4
Polish	0	0	0
Serbo-Croatian	0	0	0
Other Slavic Language	6	0	7
Armenian	0	0	0
Persian	0	1	32
Gujarathi	0	0	75
Hindi	0	0	5
Urdu	0	0	0

SPOKEN AT HOME	0-7 MILES	7-10 MILES	10-15 MILES
Other Indo-Euro	0	0	11
Asian/PI languages	0	0	0
Chinese	0	4	35
Japanese	3	9	43
Korean	0	3	54
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	17
Laotian	0	0	0
Vietnamese	9	6	11
Other Asian	0	0	0
Tagalog	0	3	8
Other Pacific Is	0	0	0
Other languages	16	7	19
Navajo	0	0	0
Other Native N. American	16	0	2
Hungarian	0	0	17
Arabic	0	7	0
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	0	0



Ancestry Summary

The table below provides the percentage of population with a historical national heritage within the three site bands. The data is based upon the 2000 Census SF3 dataset.

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Reporting ancestry	6,296	5,107	35,192
Arab	0	1	83
Armenian	0	1	11
Austrian	0	5	50
British	30	12	278
Canadian	0	3	54
Croatian	3	1	58
Czech	0	0	72
Czechoslovak	3	0	12
Danish	0	4	60
Dutch	36	64	362
English	736	495	4,263
European	19	50	503
Finnish	0	0	14
French (not Basque)	68	75	570
French Canadian	6	8	151
German	287	246	2,267
Greek	0	8	62
Hungarian	0	4	42
Iranian	0	0	0

ANCESTRY	0-7 MILES	7-10 MILES	10-15 MILES
Irish	701	609	3,047
Italian	104	76	680
Lithuanian	0	0	9
Norwegian	4	11	129
Polish	15	26	226
Portuguese	0	4	15
Romanian	0	0	0
Russian	2	0	11
Scandinavian	3	5	24
Scotch-Irish	135	109	1,123
Scottish	114	81	609
Slovak	0	0	0
Subsaharan African	8	3	272
Swedish	4	11	178
Swiss	0	0	12
Ukrainian	0	0	7
US/American	2,379	2,038	11,378
Welsh	7	13	132
West Indian	0	0	37
Yugoslavian	0	0	0
Other	1,633	1,144	8,395

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

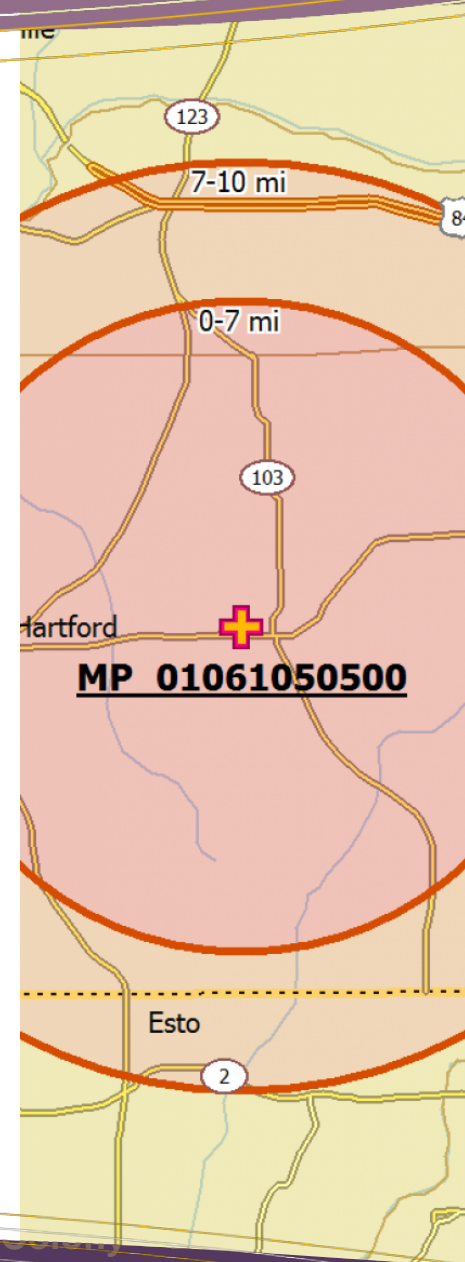
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of 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 0-7 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	0-7 HH & Percent	Unreached HH & Percent
Total	3,822	2,159
AFFLUENT SUBURBIA	57	40
America's Wealthiest	3	2
Dream Weavers	51	36
White Collar Suburbia	0	0
Upscale Suburbia	0	0
Enterprising Couples	3	2
Small Town Success	0	0
New Suburbia Fam.	0	0
UPSCALE AMERICA	76	51
Status Conscious Consumers	0	0
Affluent Urban Professionals	0	0
Urban Commuter Fam.	76	51
Solid Suburban Mix	0	0
2nd Generation Success	0	0
Successful Urban Sprawl	0	0
SM TWN SUCCESS	210	135
2nd City Homebodies	0	0
Prime Middle America	50	33
Urban Optimists	0	0
Family Convenience	160	102
Mid-Market Enterprise	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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	3,822	100%	2,159	100%
BLUE COLLAR BACKBONE	75	1.96%	48	2.22%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	35	0.92%	21	0.97%
Lower Income Essentials	6	0.16%	4	0.19%
Small Town Endeavors	34	0.89%	23	1.07%
AMER. DIVERSITY	120	3.14%	83	3.84%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	47	1.23%	30	1.39%
Professional Urbanites	70	1.83%	51	2.36%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	3	0.08%	2	0.09%
Mature America	0	0%	0	0%
METRO FRINGE	442	11.56%	304	14.08%
Steadfast Conservative	299	7.82%	205	9.5%
Moderate Conventionalists	8	0.21%	5	0.23%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	135	3.53%	94	4.35%

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	3,822	100%	2,159	100%
REMOTE AMERICA	489	12.79%	297	13.76%
Hardy Rural Fam.	42	1.1%	26	1.2%
Rural Southern Living	53	1.39%	31	1.44%
Coal & Crops	394	10.31%	240	11.12%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	117	3.06%	87	4.03%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	117	3.06%	87	4.03%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	1,507	39.43%	668	30.94%
Industrious Country Living	144	3.77%	98	4.54%
America's Farmland	51	1.33%	29	1.34%
Comfy Country Living	3	0.08%	2	0.09%
Small Town Connections	7	0.18%	4	0.19%
Hinterland Fam.	1,302	34.07%	535	24.78%

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 0-7 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	0-7 HH & Percent		Unreached HH & Percent	
Total	3,822	100%	2,159	100%
STRUGGLING SOCIETIES	724	18.94%	444	20.57%
Rugged Southern Style	500	13.08%	292	13.52%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	224	5.86%	152	7.04%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	3	0.08%	2	0.09%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	0	0%	0	0%
Urban Diversity	0	0%	0	0%
New Generation Activists	3	0.08%	2	0.09%
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 0-7 mile, 7-10 mile and 10-15 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?

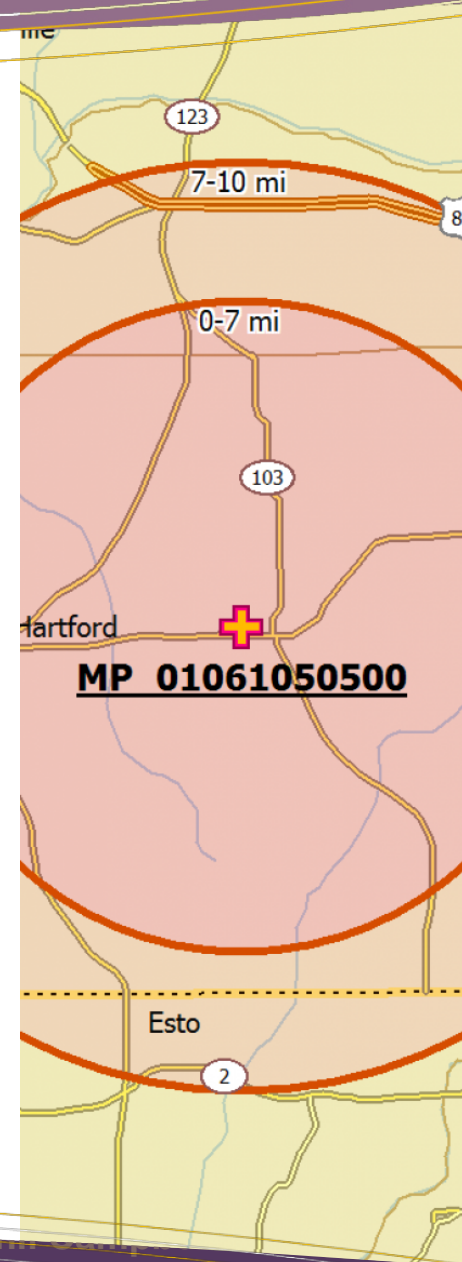
Potential Cultural Bridges

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
PC-HH Own	71%	75%	77%
Use Comp. for Internet/E-mail	50%	56%	60%
Internet Use: E-Mail	42%	46%	50%
Use Comp. for Comp. Games	35%	38%	39%
Use Comp. for Shopping	32%	35%	37%
Use Comp. for Word Processing	31%	35%	41%
Use Comp. for Digital Camera	28%	31%	34%
Photo Editing			
Use Comp. for Education	26%	28%	31%
Use Comp. for Banking	24%	28%	32%
Internet Use: Banking	23%	26%	27%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
HH Owns DVD Player	23%	25%	29%
Internet Use: News/ Weather	22%	25%	28%
PC-Network-HH Has One	18%	19%	20%
Use Comp. for News/Info./Data Service	16%	18%	24%
Use Comp. for Accounting	11%	13%	14%
Use Comp. for Filing/DB Mngmnt	11%	12%	13%
Internet Use: Shopping: Made A Purchase	10%	11%	13%
Internet Use: Shopping: Gathered Info. for Shopping	9%	11%	13%
Use Comp. for Personal Financial Mngmnt	9%	11%	14%
Internet Use: Research/ Education	9%	10%	12%

Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Listening To Music	64%	66%	67%
Dining Out (Not Fast Food)	52%	55%	59%
Reading Books	47%	48%	53%
Card Games	41%	42%	42%
Gardening	38%	38%	37%
Board Games	31%	33%	33%
Go To A Beach/Lake	31%	34%	37%
Cooking for Fun	30%	32%	35%
Photography	17%	18%	19%
Visit Zoo	16%	18%	20%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Any Ailment	67%	67%	68%
Gen./Fam. Practitioner	39%	40%	41%
Dentist	22%	23%	28%
Backache	22%	22%	22%
Hypertension/High Blood Pressure	21%	20%	19%
None Of These	20%	20%	20%
Eye Dr.	19%	19%	21%
Any Arthritis	18%	17%	16%
High Cholesterol	17%	17%	18%
Overweight (30 Pounds Or More)	16%	16%	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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Concert	19.79%	21.45%	26.92%
Live Theater	13.8%	15.42%	20.83%
Live Theater Most Often	11.35%	12.75%	17.21%
Rock/Pop Concerts Most Often	10.07%	10.81%	14.15%
Country Concerts Most Often	6.48%	7.16%	6.16%
Comedy Club	5.79%	7.01%	8.56%
Movies: Comedy	34.83%	36.53%	39.03%
Movies: Action/Adventure	32.14%	34.21%	37.25%
Movies: Fam.	16.81%	17.74%	19.34%

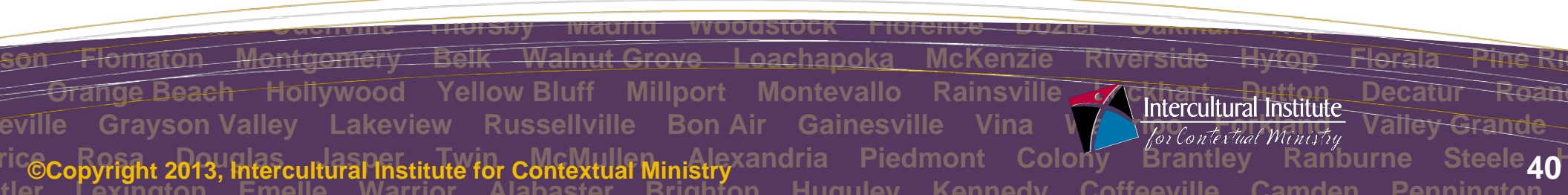
BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Movies: Romantic Comedy	16.26%	17.12%	19.89%
Movies: Drama	15.74%	16.25%	19.99%
Movies: Mystery	13.23%	13.77%	16.14%
College Football Reg. Season	5.36%	5.84%	7.21%
MLB Baseball Reg. Season	4.96%	6.24%	8.1%
NFL Football Reg. Season	4.2%	5.28%	6.8%
College Basketball Reg. Season	3.51%	3.82%	4.72%
Auto Racing Events	3.41%	3.69%	3.18%
Rodeo	2.93%	2.97%	2.42%

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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Walking for Exercise	35.45%	36.74%	40.15%
Swimming	31.91%	33.92%	34.31%
Freshwater Fishing	27.5%	26.73%	20.4%
Camping Trips	23.89%	23.01%	18.11%
Bowling	21.04%	21.77%	21.66%
Hunting	18.89%	17.65%	11.81%
Billiards/Pool	16.66%	17.92%	18.25%
Basketball	15.19%	15.23%	14.75%
Target Shooting	13.14%	12.79%	9.91%
Golf	11.9%	12.65%	14.48%
Weight Training	11.35%	13.2%	15.79%
Baseball	11.27%	11.51%	11.11%
Backpacking/Hiking	11.15%	10.93%	10.6%
Jogging/Running	10.98%	11.62%	14.09%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Mountain/Road Biking	10.96%	11.67%	13%
Football	10.08%	10.22%	9.67%
Stationary Cycling	9.7%	10.17%	12.09%
Using Cardio Machine	8.6%	10.21%	13.25%
Power Boating	8.41%	8.44%	8.44%
Horseback Riding	8.37%	8.25%	6.52%
Saltwater Fishing	8.17%	8.82%	7.89%
Volleyball	8.17%	8.34%	8.07%
Canoeing/Kayaking	7.6%	7.49%	7.25%
Aerobics	7%	7.32%	9.34%
Archery	6.89%	6.75%	5.1%
Softball	6.7%	7.37%	7.3%
Fly Fishing	6.5%	6.07%	4.87%
Tennis	6.38%	6.59%	7.32%



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 - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Motorcycling	6.27%	6.74%	6.31%
Soccer	5.22%	5.59%	6.46%
Water Skiing	5.21%	4.97%	4.58%
Jet Skiing	5.05%	4.89%	4.68%
Snorkeling	4.8%	4.87%	4.83%
Roller Skating	4.63%	4.65%	4.92%
Yoga	4.6%	5.01%	6.51%
Snowmobiling	4.41%	4.24%	3.67%
Downhill & X-Country	4.3%	4.29%	4.84%
Skiing			
Ice Skating	4.26%	4.32%	4.93%

BRIDGES	0-7 MILES	7-10 MILES	10-15 MILES
Skateboarding	4.01%	3.76%	3.12%
Martial Arts	3.86%	3.64%	3.44%
Auto Racing	3.62%	3.43%	3.17%
Hockey	3.47%	3.22%	3.37%
Rock Climbing	3.36%	3.31%	3.45%
Sailing	3.22%	3.09%	3.38%
Racquetball	3.2%	3.37%	3.59%
Snowboarding	2.81%	2.87%	3.12%
Rowing	2.58%	2.71%	2.69%
Surfing & Windsurfing	2.57%	2.54%	2.41%

Potential Cultural Barriers -- Introduction (part 1)

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

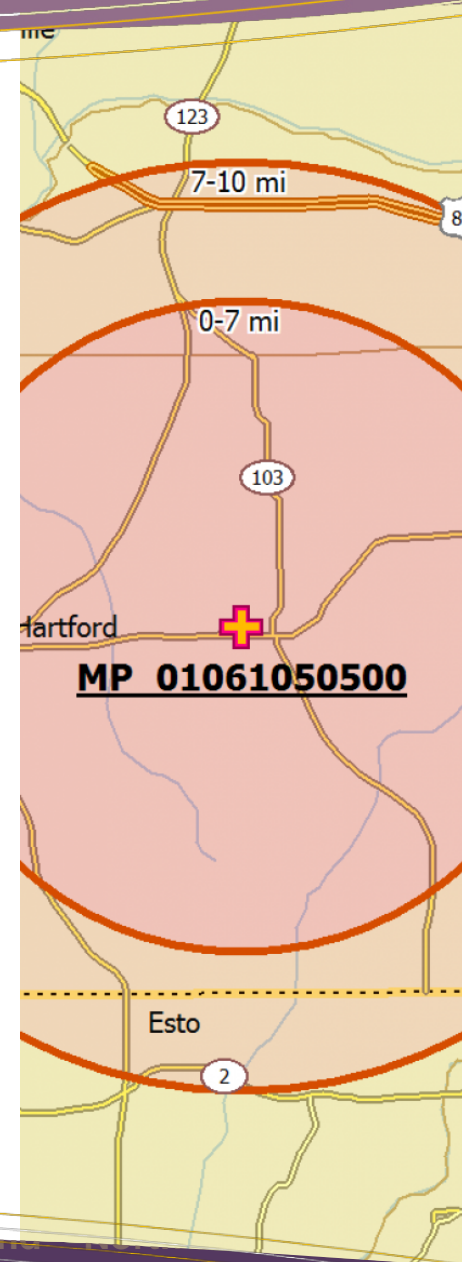
BIBLICAL BARRIERS

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

ECCLESIAL BARRIERS

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

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



Potential Cultural Barriers -- Introduction (part 2)

CULTURAL BARRIERS OF UNDERSTANDING

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

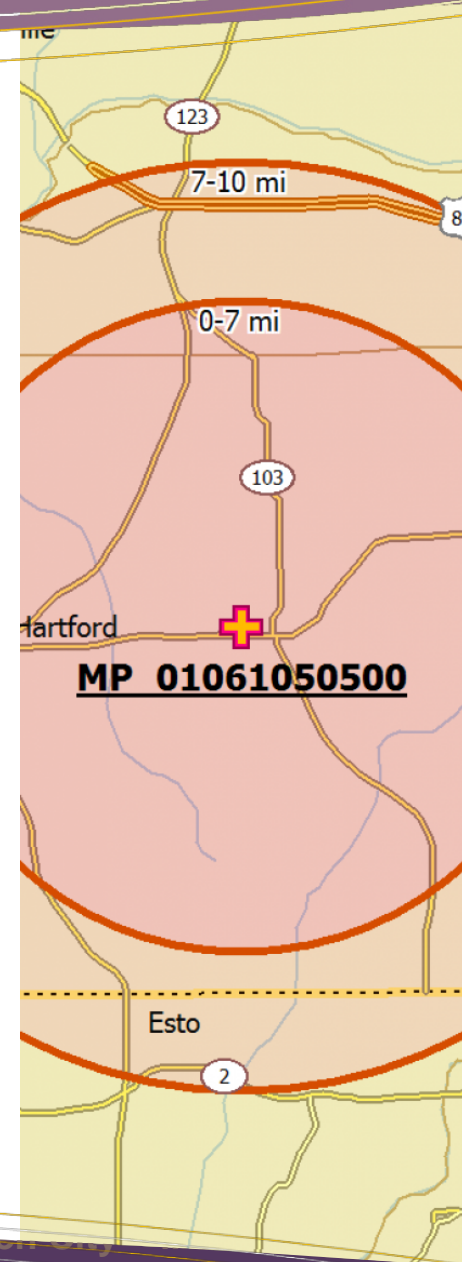
CULTURAL BARRIERS OF ACCEPTANCE

Christian Subculture

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

Unreached People Group

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

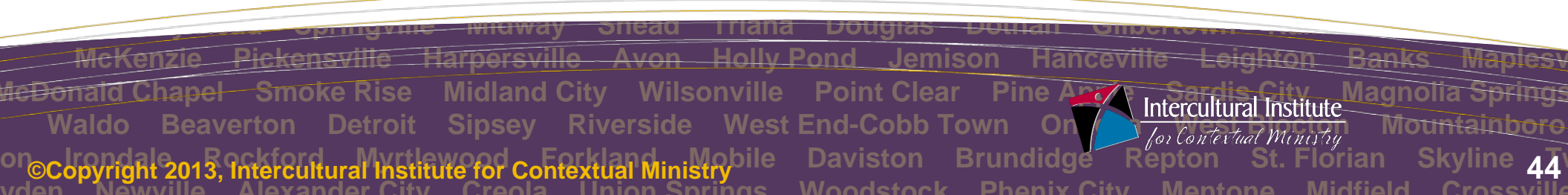


Potential Cultural Barriers:

The tables below list 24 personal attitude variables related to cultural barriers at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Important Continue Learning New Things	53%	52%	50%
Find It Difficult To Say No To My Kids	41%	41%	39%
Woman's Place Is In The Home	37%	37%	35%
Speak My Mind Even If It Upsets People	37%	36%	35%
Like Control Over People And Resources	35%	34%	33%
Like To Do Unconventional Things	30%	31%	30%
Don't Judge People/Way They Live Life	28%	27%	28%
Money Is Best Measure Of Success	27%	26%	26%
Too Much Sponsorship In Arts/Sports	25%	24%	23%
Prefer To Have Few Possessions As Possible	25%	26%	33%
Like to Stand Out In A Crowd	24%	23%	21%
If Won Lottery Would Never Work Again	21%	23%	27%

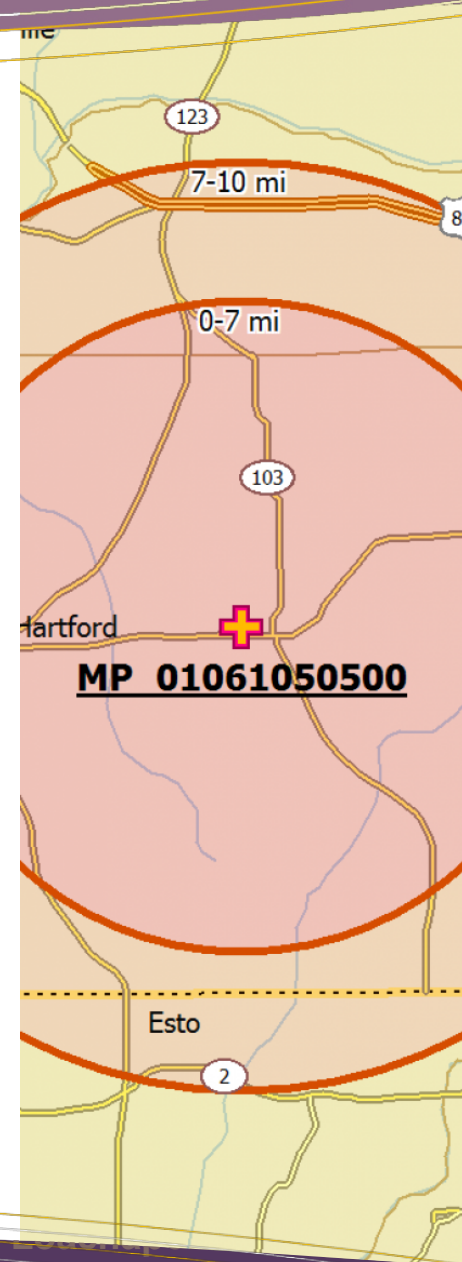
BARRIERS	0-7 MILES	7-10 MILES	10-15 MILES
Rarely Sit Down to a Meal Together At Home	20%	19%	17%
Friends More Important Than My Fam.	20%	20%	24%
Like To Pursue Challenge/Novelty/Change	18%	17%	18%
Marijuana Should Be Legalized	18%	18%	19%
I Am A Workaholic	17%	17%	17%
Only Work Current Job for The Money	17%	16%	14%
We Should Strive for Equality for All	12%	12%	12%
Happy With My Standard Of Living	10%	10%	12%
On Whole People Get What They Deserve	10%	10%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	8%	8%	8%
Very Happy With My Life As It Is	7%	6%	6%



Potential Cultural Themes

Typically many Christians explain the gospel the way it was presented to them. However, today many nonbelievers in North America do not have a Christian background nor do they have any interest in the Christian Church or Christianity. Because of this the gospel messages that they have "heard" (with their ears or eyes on TV) has not registered in their mind, heart or soul -- truly they have not actually "heard" (in the Biblical sense of the word) the gospel yet. They need to hear the gospel in a way that grips them where they live.

Cultural themes that arise from their attitudes, beliefs, and life stories provide a significant way for missionaries to share the gospel in their own terms. Just as missionaries in Papua New Guinea shared the story of the legendary "peace child" that a jungle tribe anticipated from their folklore, so too missionaries to this site location need to take "themes" out of the culture to use in sharing the gospel in a fresh and culturally appropriate way. This section provides many significant themes that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

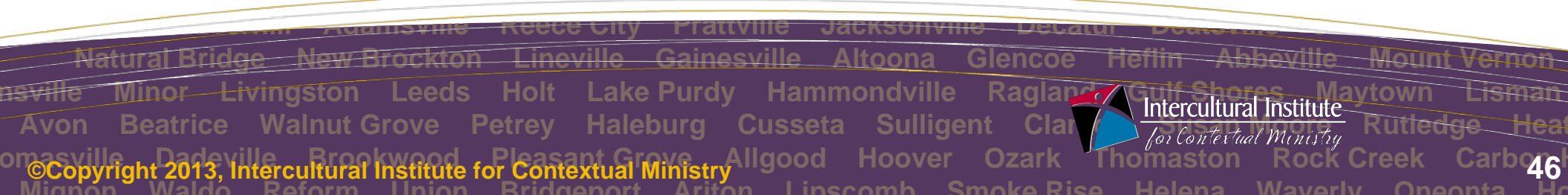


Potential Cultural Themes:

The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-7 miles, 7-10 miles, 10-15 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.

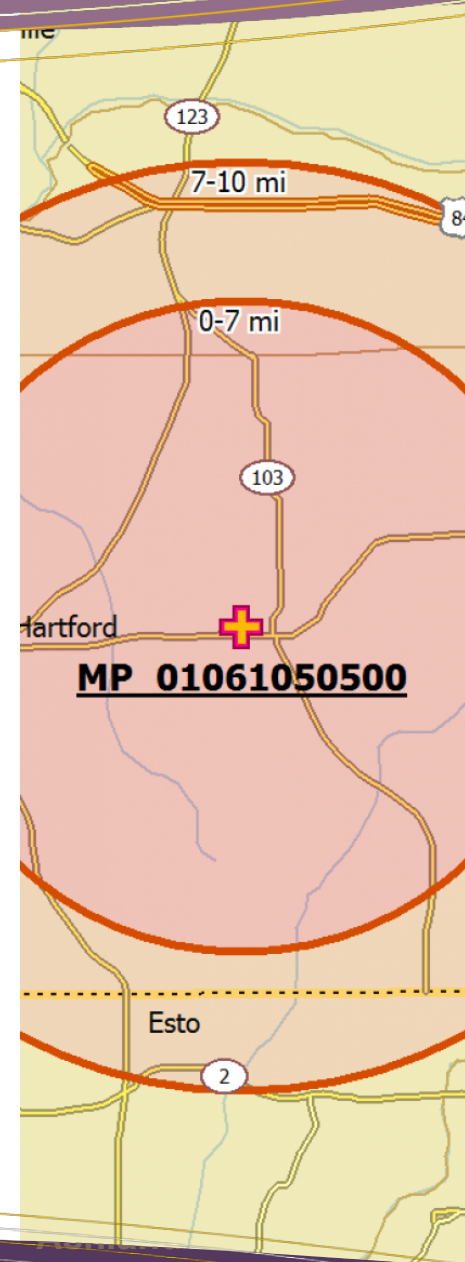
THEMES	0-7 MILES	7-10 MILES	10-15 MILES
Important To Respect Customs And Beliefs	58%	61%	63%
You Should Seize Opportunities In Life	53%	54%	56%
Prefer Work Part Of Team Than Alone	35%	34%	33%
Like To Understand About Nature	34%	35%	37%
Important Feel Respected By My Peers	33%	32%	32%
Important To Juggle Various Tasks	32%	31%	30%
Good At Fixing Things	27%	26%	26%
Have Keen Sense Of Adventure	26%	26%	27%
Prefer To Have Few Possessions As Possible	25%	26%	33%
Consider Myself Interested In The Arts	20%	19%	19%
Like To Just Enjoy Life	20%	20%	22%
Is An Important Part Of Who I Am	19%	18%	17%

THEMES	0-7 MILES	7-10 MILES	10-15 MILES
People Have To Take Me As They Find Me	18%	20%	22%
Looking for New Ideas To Improve Home	18%	17%	16%
Real Men Don't Cry	16%	16%	16%
Worried About Pollution Caused By Cars	16%	17%	18%
Enjoy Spending Time With My Fam.	16%	15%	13%
Provide My Kids With The Little Extras	14%	13%	12%
Try Not To Worry About The Future	11%	11%	13%
Children Should Be Allowed To Express Themselves	7%	7%	6%
Feel Very Alone In The World	7%	6%	5%
Would Like To Set Up Own Business	7%	6%	4%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	4%	4%	4%



Potential Shared Places

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

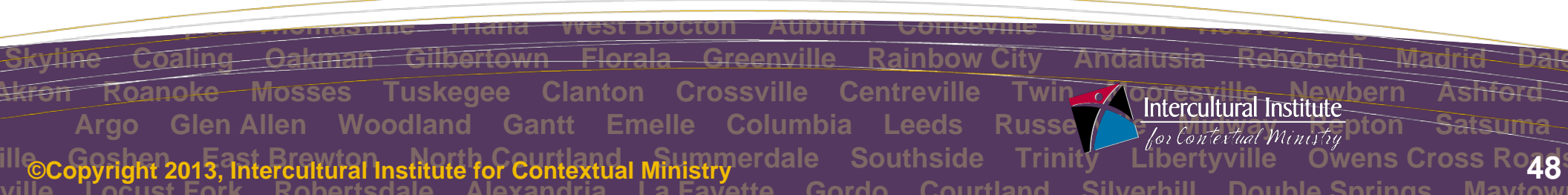


Potential Shared Places:

The tables below list 24 shared variables related to shared places at this mission site. For each of the three bands - 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fast Food/Drive-In	89.2%	89.05%	86.35%
Restaurant-Visit Any			
Fam. Restaurants/Steak	81.35%	82.92%	82.95%
Houses-Visit Any			
McDonald's	55.83%	57.52%	56.47%
Burger King	39.58%	39.18%	37.65%
Kentucky Fried Chicken (KFC)	32.48%	31.12%	28.64%
Subway	31.91%	32.52%	31.22%
Wendy's	30.03%	30.57%	30.62%
Applebee's	26.24%	28.41%	29.93%
Taco Bell	26%	27.97%	28.24%
Pizza Hut	25.72%	25.03%	22.64%
Arby's	21.76%	23.07%	22.76%
Sonic	21.34%	20.23%	16.11%

PLACE	0-7 MILES	7-10 MILES	10-15 MILES
Dairy Queen	21.33%	20.6%	18.73%
Cracker Barrel	17.37%	17.96%	16.7%
Hardee's	17.24%	15.8%	12.13%
Olive Garden	17.2%	18.4%	20.63%
Red Lobster	15.94%	15.82%	16.31%
Long John Silver's	15.11%	13.35%	10.2%
Golden Corral	12.54%	12.66%	11.23%
Domino's Pizza	12.17%	12.22%	13.11%
Outback Steakhouse	11.74%	12.82%	14.85%
Chick-Fil-A	10.79%	12.66%	13.56%
Denny's	9.85%	9.99%	11.37%
Ruby Tuesday	9.67%	10.72%	11.38%

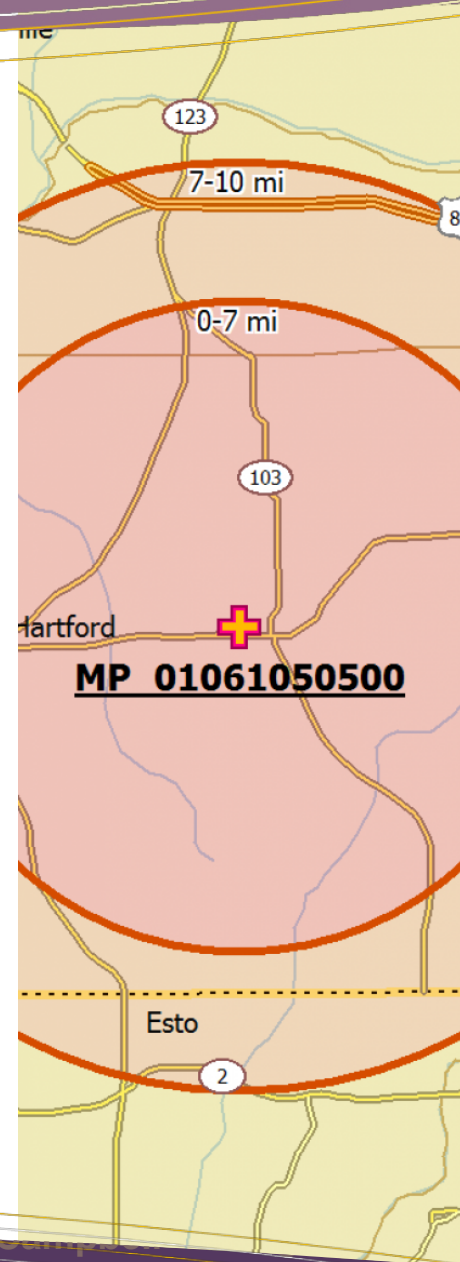


Potential Shared Projects

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-- 0-7 miles, 7-10 miles, 10-15 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.

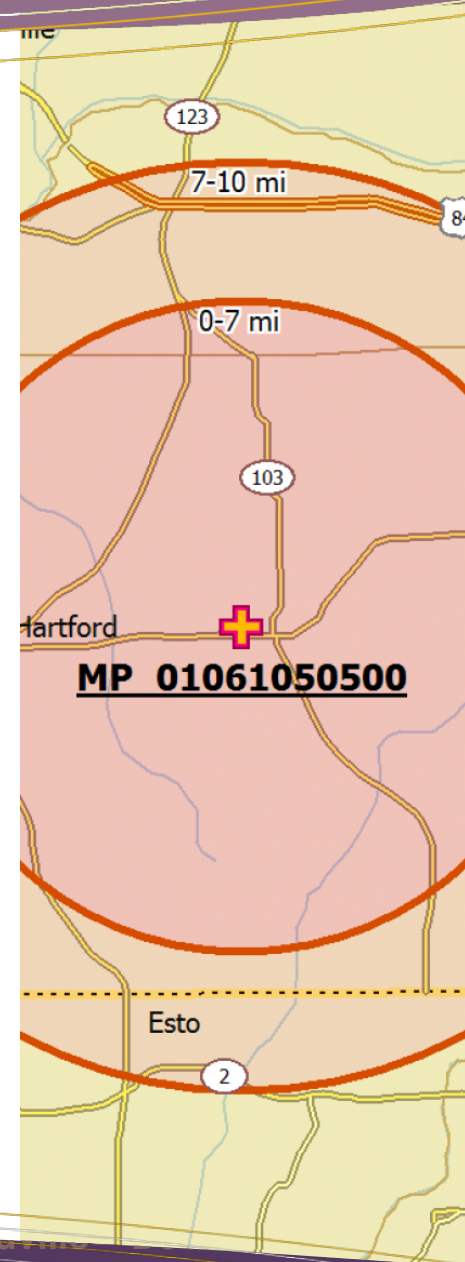
PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Voted in fed/state/local election	40.33%	42.47%	47.03%
Recycled products	24.36%	27.76%	34.25%
Worked as volunteer (non political)	14.38%	15.43%	17.44%
Engaged in fund raising	11.08%	11.11%	11.76%
Religious club member	8.45%	8.34%	8.05%
Church Board	5.95%	5.64%	5.24%

PROJECTS	0-7 MILES	7-10 MILES	10-15 MILES
Wrote to elected offcl about publ bus	4.93%	5.54%	6.26%
Wrote to editor of mag or newspaper	4.64%	5.08%	5.78%
Charitable Organization	4.62%	4.91%	5.61%
Addressed a public meeting	4.18%	4.45%	5.01%
Took active part in local civic issue	4.09%	4.29%	5.05%
Union member	4.04%	4.43%	5.07%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Novel	13.3%	14.55%	17.36%
Children's Books	12.65%	12.9%	13.51%
Mystery	10.2%	10.85%	12.16%
Cookbooks	9.17%	9.62%	10.52%
Religious (not Bibles)	8.99%	9.32%	9.08%
Romance	7.42%	7.54%	7.3%
History	5.29%	5.95%	7.11%
Biography	4.73%	5.18%	6.57%
Personal/Business	4.68%	5.21%	6.64%
Self-help			

MAGAZINES	0-7 MILES	7-10 MILES	10-15 MILES
Newspaper Distributed	54.42%	57.81%	65.61%
Gen. Editorial	41.27%	41.68%	45.85%
Womens	37.07%	38.04%	40.69%
Service	33.5%	35.07%	36.16%
Fishing/Hunting	18.18%	17.51%	13.83%
Automotive	15.04%	14.86%	13.78%
Mens	14.89%	15.5%	17.56%
Parenthood	14.3%	14.18%	13.65%
Health	12.17%	12.48%	13.08%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Gen. News	52.56%	53.85%	55.79%
Classified	37.92%	37.42%	34.18%
Editorial Page	29.88%	30.71%	31.29%
Sport	28.7%	29.71%	32.19%
Comics	26.35%	26.89%	27.43%
Food/Cooking	20.88%	22.06%	24.87%
Business/Finance	20.01%	22.46%	28.3%
TV/Radio Listings	19.86%	20.94%	23.3%
Movie Listings & Reviews	17.48%	19.4%	24.08%
Home/Gardening	17.38%	18.73%	21.37%
Science/Technology	12.58%	13.73%	16.98%
Fashion	12.55%	12.72%	14.26%
Travel	12.33%	14.21%	18.77%

RADIO	0-7 MILES	7-10 MILES	10-15 MILES
Country	35.04%	34.07%	25.06%
Adult Contemporary	15.43%	16.67%	17.92%
CHR Contemp Hit Radio	14%	14.8%	16.67%
Urban Contemporary	11.91%	10.35%	12.71%
Oldies	9.36%	9.9%	11.02%
Classic Rock	9.16%	9.85%	10.33%
Rock	8.44%	10.16%	11.55%
Religious	6.84%	6.96%	6.63%
News/Talk	6.12%	7.79%	11.58%
Alternative	5.45%	6.67%	9.07%
Variety	5%	5.34%	7.25%
Gospel	4.88%	4.23%	3.35%
Soft Contemporary	3.69%	4.81%	6.18%
Classic Hits	3.2%	3.91%	4.11%
All Talk	2.68%	3.14%	4.23%
Jazz	2.4%	2.49%	4.32%
All News	2.07%	2.6%	5.31%
Hispanic	1.9%	1.92%	2.46%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Fox News Channel	62.65%	63.98%	64.8%
Satellite Dish	57.18%	57.47%	55.77%
Other Video-On-Demand	49.27%	47.08%	43.16%
Soapnet	46.66%	47.92%	50.68%
Adult Pay Per View TV	36.68%	36.82%	34.71%
Sci-Fi Channel	36.66%	37.24%	37.02%
MSNBC	33.28%	33.74%	33.8%
Nickelodeon	32.58%	33.01%	29.92%
Subscribe Digital Cable	28.36%	28.14%	29.03%
TV Info From Sunday TV Magazine	27.57%	28.54%	29.79%
TV Info From Newspapers	24%	25.11%	26.18%
Nick At Nite	23.69%	24.94%	24.48%

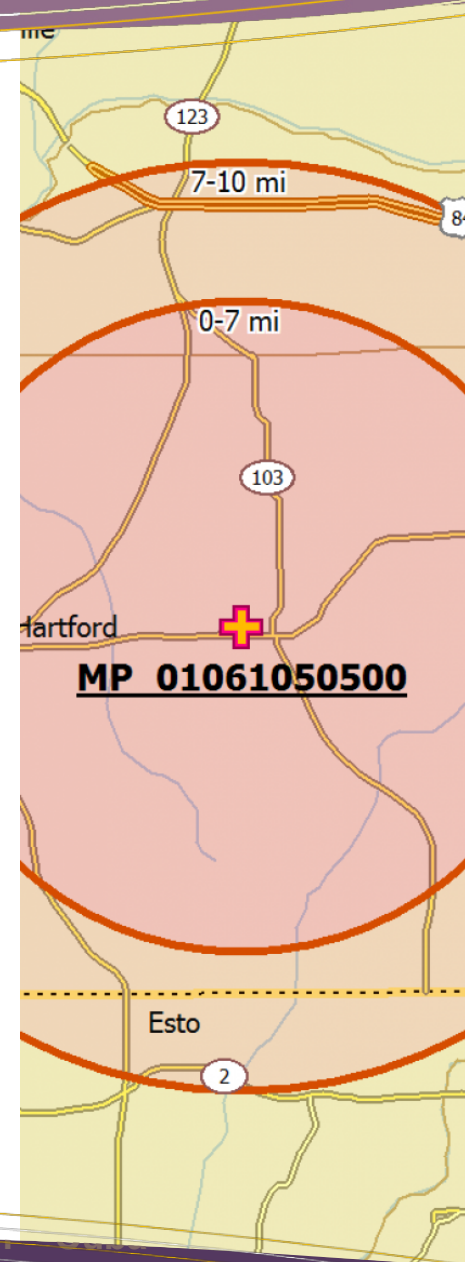
MULTIMEDIA: TV	0-7 MILES	7-10 MILES	10-15 MILES
Adult Swim	23.54%	25.64%	27.24%
TCM (Turner Classic Movies)	23.1%	23.59%	25.43%
Hallmark Channel	22.94%	24.13%	25.55%
TV Info From Monthly Cable Guide	22.86%	23.86%	24.19%
USA Network	21.15%	22.33%	24.5%
Video-On-Demand Movies	20.98%	22.37%	21.88%
BET (Black Entertainment TV)	20.51%	21.27%	23.7%
Lifetime	19.4%	20.42%	21.07%
Encore	18.92%	20.17%	20.63%
TV Info From Other	18.62%	19.04%	20.53%
Comedy Central	18.23%	21.05%	30.5%
The Golf Channel	17.68%	19.31%	23.06%

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 Multimedia Usage

The tables below list 23 variables related to multimedia usage at this mission site. For each of the three bands -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.37%	3.25%	3.11%
Drive Time III (Medium)	0.89%	0.88%	0.8%
Radio IV & V (Light)	2.37%	2.26%	2.45%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	8.78%	9.19%	8.99%
Radio III (Medium)	4.12%	4.71%	4.75%
Radio IV & V (Light)	2.19%	2.57%	2.95%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	12.26%	13%	13.51%
Cable III (Medium)	5.78%	5.27%	4.73%
Cable IV & V (Light)	33.08%	32.26%	32.73%

MEDIUM	0-7 MILES	7-10 MILES	10-15 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.67%	4.3%	3.99%
Prime Time III (Medium)	1.62%	1.79%	1.78%
Prime Time IV & V (Light)	9.23%	9.95%	8.77%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	43.91%	43.28%	41.74%
Fringe III (Medium)	59.31%	57.29%	54.24%
Fringe IV (Light)	59.8%	59.68%	56.7%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	15.35%	14.33%	13.79%
All Day III (Medium)	29.2%	27.78%	24.88%
All Day IV (Light)	11.31%	11.05%	12.67%

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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Day-time Radio			
Listeners			
Dayparts [summary]	9.15%	10.11%	11.7%
6:00am - 10:00am	9.2%	10.05%	15.01%
10:00am - 3:00pm	4.29%	4.3%	6.35%
3:00pm - 7:00pm	13.23%	13.27%	13.91%
7:00pm - Midnight	9.11%	9.83%	12.34%
Midnight - 6:00am	4.23%	4.11%	5.44%
Weekend Radio			
Listeners			
Dayparts [summary]	10.78%	12.35%	13.7%
6:00am - 10:00am	1.52%	2.15%	3.5%
10:00am-3:00pm	2.42%	2.78%	5.07%
3:00pm - 7:00pm	5.53%	5.94%	6.69%
7:00pm - Midnight	6.99%	7.87%	8.87%
Midnight - 6:00am	6.76%	7.38%	10.1%

USAGE	0-7 MILES	7-10 MILES	10-15 MILES
Prime Time TV Viewers			
8:00-11:00pm	6.4%	7.45%	8.43%
Saturday:	6.64%	7.15%	8.18%
8:00-11:00pm			
Sunday: 7:00-11:00pm	9.06%	9.71%	10.34%
9:00am-1:00pm	23.69%	24.94%	24.48%
9:00am-4:00pm	27.2%	28.5%	28.1%
4:00pm-7:00pm	23.21%	24.91%	27.91%
11:00pm-1:00am	38.74%	39.57%	40.81%
AVG Prime time	2.38%	2.26%	2.77%
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 -- 0-7 miles, 7-10 miles, 10-15 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	0-7 MILES	7-10 MILES	10-15 MILES
Weekday			
6-7am	12.83%	13.78%	16.38%
7-9am	16.07%	17.78%	22.5%
9am-12noon	18.06%	19.84%	20%
12noon-4pm	9.14%	8.66%	8.1%
4-6pm	40.58%	42.82%	47.55%
6-7pm	20.54%	20.87%	19.23%
7-7:30pm	0.99%	1.01%	1.33%
7:30-8pm	10.57%	11%	10.4%
8-11pm	6.4%	7.45%	8.43%
11pm-12am	33.28%	33.74%	33.8%
11pm-1am	38.74%	39.57%	40.81%
1-6am	22.9%	24.73%	30.35%

TV VIEWERS	0-7 MILES	7-10 MILES	10-15 MILES
Weekend			
Sat: 7-10am	13.47%	14.87%	18.33%
Sat: 10am-1pm	6.24%	6.85%	7.98%
Sat: 1-4pm	22.61%	23.56%	24.93%
Sat: 4-6pm	5.53%	5.91%	6.94%
Sat: 6-7pm	0.99%	1.27%	1.89%
Sat: 7-8pm	0.99%	1.01%	1.09%
Sat: 8-11pm	6.64%	7.15%	8.18%
Sat: 11pm-1am	3.56%	3.8%	4.82%
Sat: 1am-7pm	21.15%	22.33%	24.5%
Sun: 7-10am	2.83%	2.68%	2.31%
Sun: 10am-1pm	7.28%	7.62%	7.32%
Sun: 1-4pm	5.47%	6.08%	6.56%
Sun: 4-7pm	11.61%	12.98%	13.57%
Sun: 7-11pm	9.06%	9.71%	10.34%
Sun: 11pm-1am	2.67%	3.55%	4.35%
Sun: 1-7am	18.15%	20.04%	21.52%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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

Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Establishing Redemptive Relationships

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

Communication Steps

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

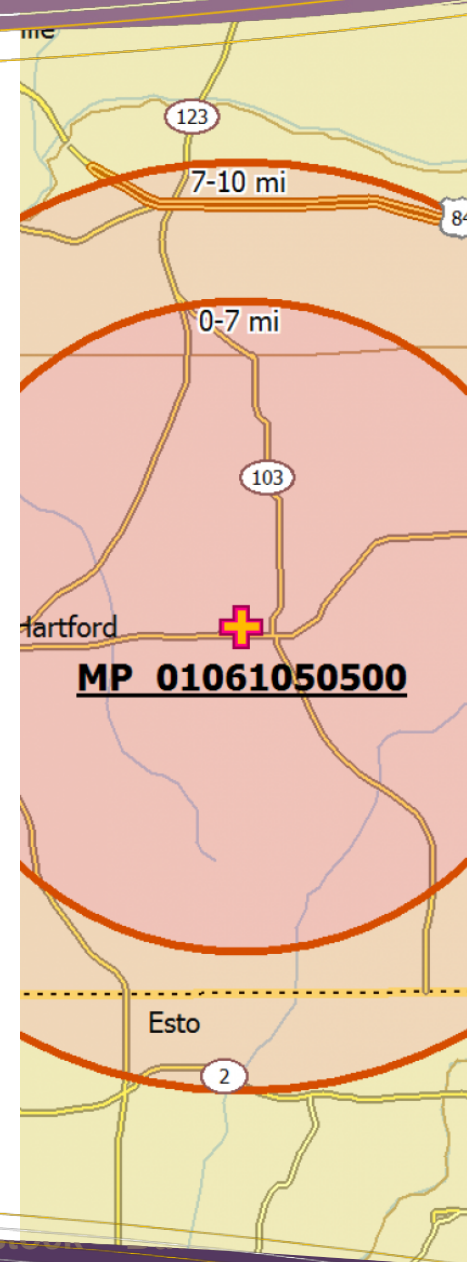


Your MissionSite and the Missional Suite

The site location of this MissionSite report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-1/2 mile, 0-1 1/2 mile, 0-3 mile, 3-7 mile, 7-10 mile, and 10-15 mile bands around each of the 65,370 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org 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	Slocomb First	PO Box 428 Slocomb, AL 36375	1.18 mi	272	Growing
2	Pleasant Hill	PO Box 1149 Slocomb, AL 36375	2.20 mi	78	Growing
3	Christian Home	407 Nathan Rd Slocomb, AL 36375	2.77 mi	28	Growing
4	Union	4149 County Road 44 Hartford, AL 36344	4.08 mi	56	Declining
5	Shiloh	873 N Shiloh Rd Hartford, AL 36344	4.08 mi	149	Plateauing
6	Bethesda	PO Box 547 Slocomb, AL 36375	4.46 mi	34	Declining
7	New Teamon	3813 S County Road 85 Slocomb, AL 36375	4.47 mi	97	Plateauing
8	Hartford	105 E Burch St Hartford, AL 36344	5.05 mi	382	Declining
9	Ebenezer	332 Skeeter Creek Ln Hartford, AL 36344	5.12 mi	15	Declining
10	New Covenant	501 N 3rd Ave Hartford, AL 36344	5.39 mi	10	Declining
11	Corinth	4932 S County Road 49 Slocomb, AL 36375	5.58 mi	27	Declining
12	Malvern	PO Box 97 Malvern, AL 36349	5.82 mi	212	Growing
13	New Hinson	1143 County Road 48 Slocomb, AL 36375	6.25 mi	184	Growing
14	New Prospect Hartford	14496 E County Road 4 Hartford, AL 36344	6.26 mi	30	Plateauing
15	Bethel	3295 N County Road 69 Hartford, AL 36344	6.46 mi	38	Plateauing

APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Mt. Calvary	2376 Grady Garner Rd Slocomb, AL 36375	7.21 mi	48	Declining
17	Pilgrim's Rest West	3176 Cumbie Rd. Newton, AL 36352	7.59 mi	32	Growing
18	New Providence	2943 S Park Rd Slocomb, AL 36375	7.90 mi	37	Growing
19	Fellowship	107 N Live Oak St Geneva, AL 36340	8.57 mi	16	Declining
20	Rehobeth	4444 S County Road 59 Rehobeth, AL 36301	9.16 mi	339	Plateauing
21	Taylor	4156 Taylor Rd Taylor, AL 36301	9.25 mi	71	Declining
22	Bay Springs	1721 S Bay Springs Rd Dothan, AL 36305	9.48 mi	208	Plateauing
23	Adoniram	PO Box 171 Black, AL 36314	10.05 mi	11	Plateauing
24	Pilgrim Home	13534 W US Highway 84 Newton, AL 36352	10.06 mi	126	Growing
25	Mt. Gilead	2864 S Brannon Stand Rd Dothan, AL 36305	10.33 mi	676	Declining
26	Antioch	579 EB Smith Rd Hartford, AL 36344	11.59 mi	15	Declining
27	Pathway	3551 Flowers Chapel Rd Dothan, AL 36305	11.94 mi	136	Plateauing
28	Providence	10 Providence Ln Daleville, AL 36322	12.02 mi	141	Growing
29	Midway	6590 Hwy 85 Daleville, AL 36322	12.12 mi	19	Plateauing
30	Bellwood	PO Box 70 Bellwood, AL 36313	12.35 mi	65	Declining



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Madrid	764 Decatur Rd C3 Cottonwood, AL 36320	12.61 mi	80	Plateauing
32	Mt. Enon	3167 Iris Rd Dothan, AL 36301	12.66 mi	112	Growing
33	Selma	3255 S Park Ave Dothan, AL 36301	12.72 mi	255	Plateauing
34	Trinity	PO Box 787 Geneva, AL 36340	13.21 mi	126	Growing
35	Bethlehem	416 Bethlehem Rd Midland City, AL 36350	13.25 mi	122	Plateauing
36	Bethel	2291 County Road 31 Newton, AL 36352	13.67 mi	143	Declining
37	Hodgesville	11190 S County Road 33 Dothan, AL 36301	13.86 mi	95	Declining
38	Ridgecrest	1231 Fortner St Dothan, AL 36301	14.09 mi	1,201	Plateauing
39	Cloverdale	806 Dexter St Dothan, AL 36301	14.30 mi	333	Growing
40	Memphis	4595 Eddins Rd Dothan, AL 36301	14.46 mi	359	Growing
41	Vision	136 Old Highway 134 Daleville, AL 36322	14.81 mi	44	Growing
42	Calvary Dothan	901 Montezuma Ave Dothan, AL 36303	14.94 mi	1,095	Growing
43	St. Elizabeth	1250 Bruner Rd Dothan, AL 36301	14.96 mi	144	Plateauing
44	Southside	423 E Cottonwood Rd Dothan, AL 36301	14.97 mi	600	Declining
45	South Lena	511 S Lena St Dothan, AL 36301	15.00 mi	40	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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