

# MissionSite

top unreached locations



ATHENS, AL

CENSUS TRACT: 01083020402

REGION: Northern Region

ASSOCIATION: Limestone

DISTRICT: 01: Central Mountain District

COUNTY: Limestone

SITESCAPE: Townscape

DENSITY PATTERN: M



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

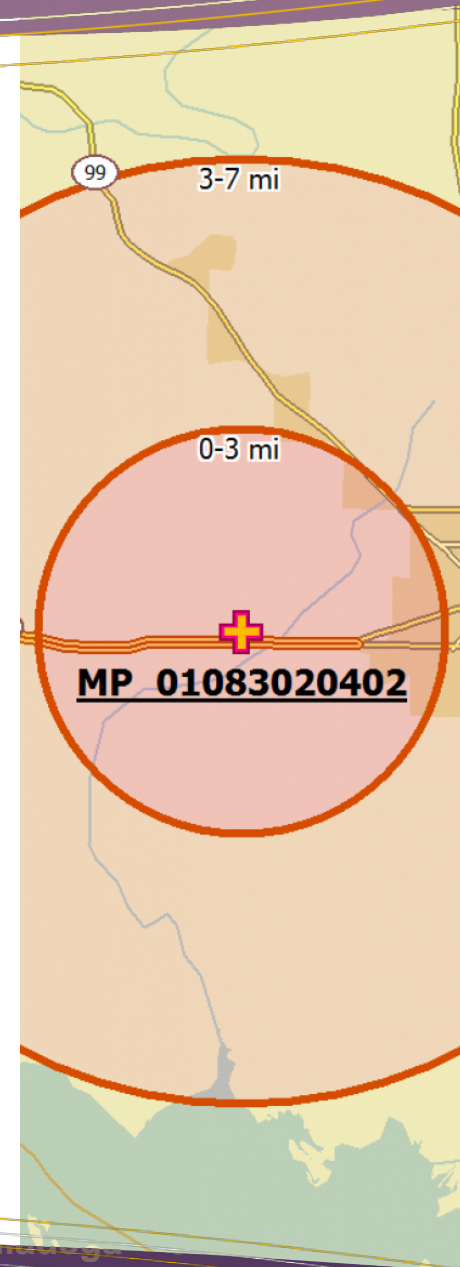
# MissionSite (TM) Table of Contents

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

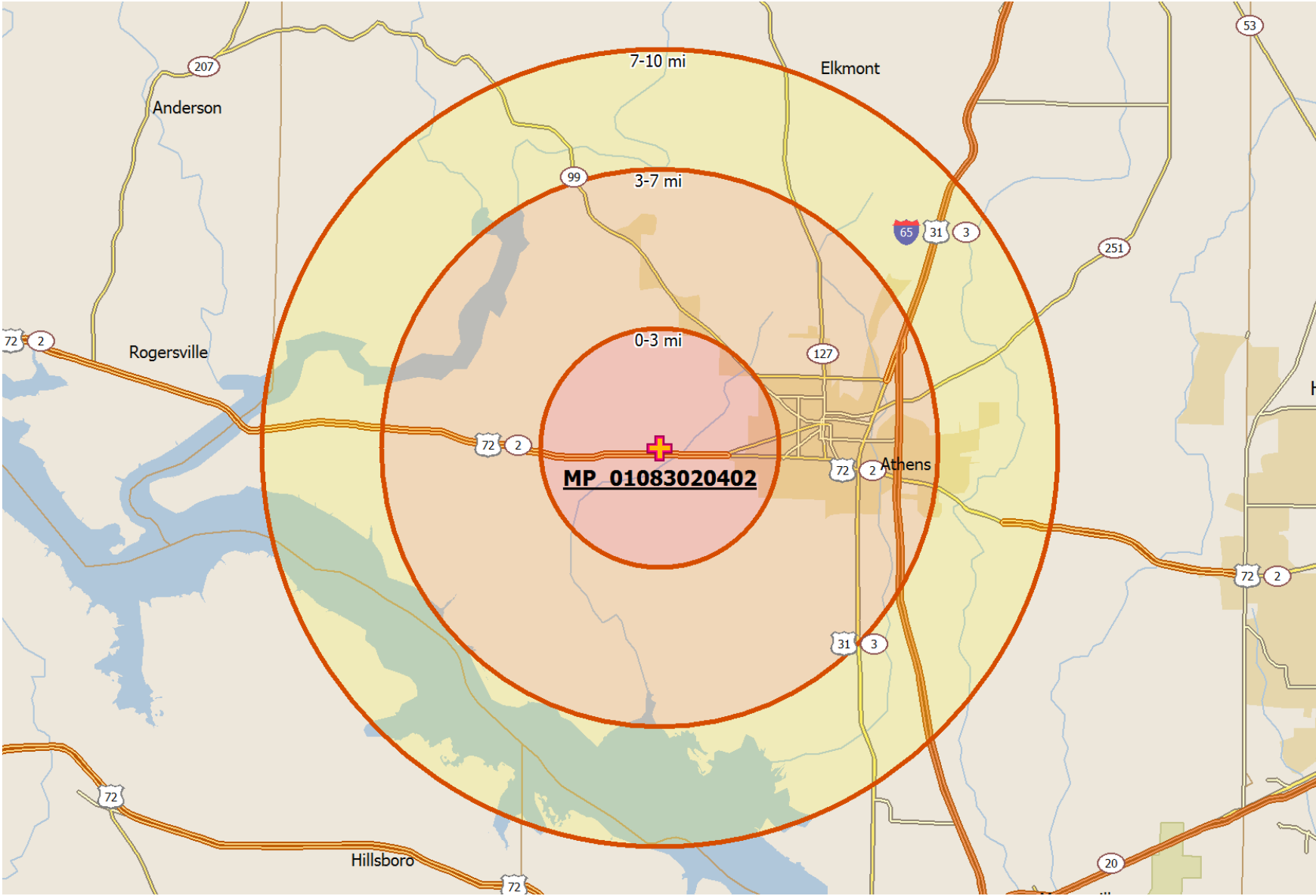
## Site Location Summary

The site location of this MissionSite (TM) report is based upon the SITESCAPE typology developed by the staff of IICM. The SITESCAPE is an analysis of the 0-3 mile, 3-7 mile, and 7-10 mile bands around each of the 65,399 US census tract centroids (or geographical centers). Each census tract has been assigned a large number of variables based upon this analysis. These variables include information regarding the spirituality of this particular location. This report reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the [MissionalCyclopedia.org](http://MissionalCyclopedia.org) site.

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1455	Limestone
3	District	01	Central Mountain District
4	County Location	01083	Limestone
5	Zipcode	35611	Limestone
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	M	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	CO DE	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	2	County in metro area of 250,000 to 1 million population
4	NCHS Rural Urban Codes	3	Medium Metro - counties in a metropolitan statistical area of 250,000 to 999,999 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	82	Micropolitan core commuting: Secondary flow 10% to 30% to an Urban Area
7	ERS RUCA Commuting Value	4	Micropolitan area core: primary flow within an Urban Cluster of 10,000 to 49,999 (large urban cluster)
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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	4,761	27,754	12,245
2010 Households	1,569	9,865	4,049
2010 Group Quarters Population	0	676	0

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	17	26	16
Language Diversity National Index	6	22	21
Foreign Born Diversity National Index	22	2	13
Ancestry Diversity National Index	52	37	50
Racial Diversity National Index	30	40	30

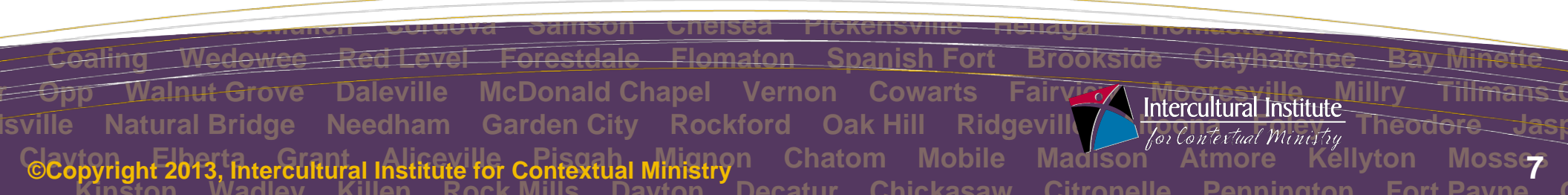


# Site Location Summary - County Environment

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

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

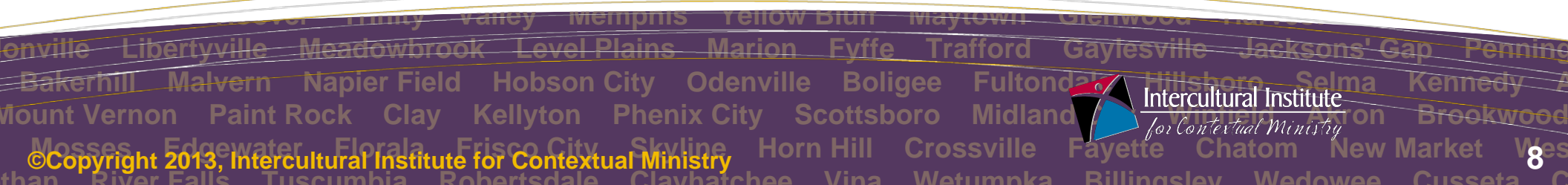
ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	1	True
Federal/State government-dependent county indicator	0	False
Services-dependent county indicator	0	False
Nonspecialized-dependent county 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](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	248	15.81%
Mainstay Communities	Established, Diverse Households	298	18.99%
Working Communities	Blue-collar, Working Families	356	22.69%
Country Communities	Rural, Agri. & Mining Families	554	35.31%
Aspiring Communities	Young Singles / Aspiring-Multihousing	55	3.51%
Urban Communities	High Density, Inner-city Neighborhoods	60	3.82%



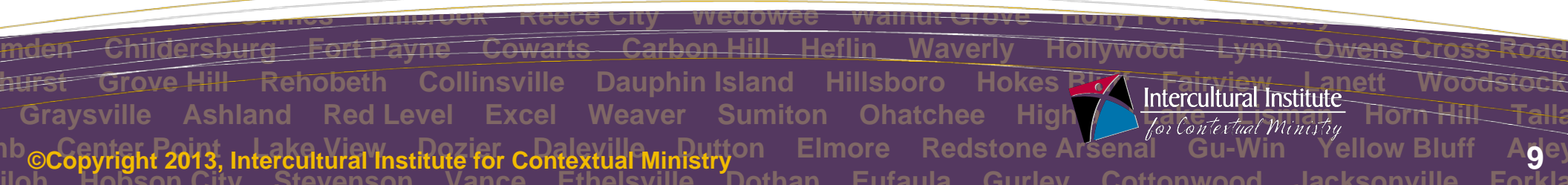


# Using the Site Location Summary

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

## *Issues for Your Consideration*

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



# Using the Site Location Summary

## *Issues for Your Consideration - continued*

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

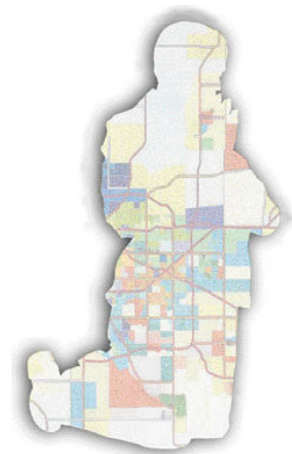


# Spirituality Indicators Overview - Evangelscape

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

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

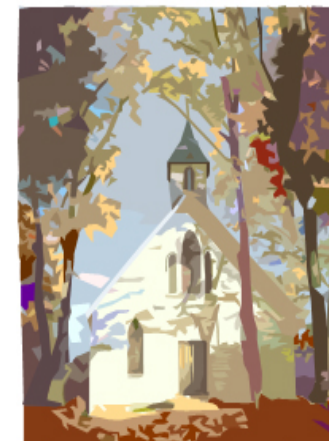
EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	17,041	918	5.38%
Unreached %	63.84%	58.49%	91.62
Religious But NOT Evangelical HH	3,709	185	4.98%
Religious But NOT Evangelical %	13.89%	11.78%	84.79
Spiritual But NOT Relig or Evang HH	2,855	132	4.61%
Spiritual But NOT Relig or Evang %	10.69%	8.39%	78.47
Not Evangelical, Not Interested HH	10,506	601	5.72%
Not Evangelical, Not Interested %	39.36%	38.32%	97.37



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	38	2	5.26%
Active ALSBOM Attenders	6,724	466	6.93%
Active Evangelical Households	6,961	471	6.77%
Active Evangelical Percent	26.07%	30.02%	115.15
Inactive Evangelical Households	2,693	182	6.75%
Inactive Evangelical Percent	10.09%	11.58%	114.77
# New Churches Needed	0	0	0%



# Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	Emmanuel	1.38 mi	245	Plateauing
2	Round Island	2.66 mi	221	Growing
3	Faith	3.54 mi	63	Declining
4	Poplar Creek	4.43 mi	84	Plateauing
5	West Highland	4.69 mi	146	Declining
6	Shanghai Missionary	4.78 mi	107	Declining
7	First Hispanic Mission	5.08 mi	31	Growing
8	Athens First	5.20 mi	780	Plateauing
9	First Union	5.29 mi	147	Declining
10	Southside	5.92 mi	133	Plateauing
11	Tanner First	6.91 mi	219	Plateauing
12	Lindsay Lane	7.00 mi	721	Plateauing
13	Elkton Road	7.15 mi	128	Declining
14	Clements	7.60 mi	371	Growing
15	Elk River	8.04 mi	40	Declining

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Truth	8.19 mi	170	Growing
17	Oakdale	8.49 mi	90	Declining
18	East Highland	8.52 mi	83	Growing
19	Flower Hill	9.63 mi	33	Plateauing
20	Elkmont	10.11 mi	106	Declining
21	Salem Springs	10.43 mi	181	Declining
22	New Hope	10.43 mi	104	Growing
23	Fish Pond	10.90 mi	31	Declining
24	Sardis Springs	11.01 mi	420	Plateauing
25	Midway	11.44 mi	113	Growing
26	Cherry Grove	12.27 mi	63	Growing
27	Elkwood	12.47 mi	35	Declining
28	Decatur First	12.57 mi	832	Growing
29	Fairview	12.71 mi	133	Growing
30	Hillsboro	12.90 mi	117	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.

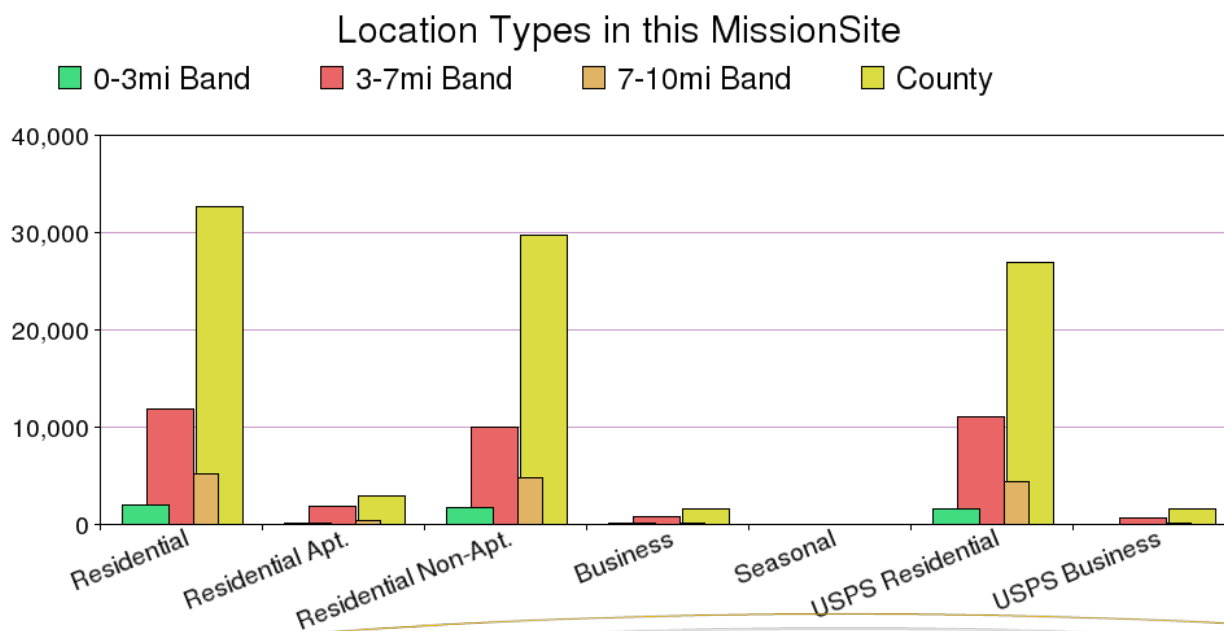


# Current Demographic Summary

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	54,135	3,433	6.34%
2000 Population	65,676	4,160	6.33%
2010 Population	80,903	4,761	5.88%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	19,685	1,209	6.14%
2000 Households	24,688	1,565	6.34%
2010 Households	26,695	1,569	5.88%



Location Type	0-3mi Band
Residential	1,935
Residential Apt.	135
Residential Non-Apt.	1,800
Business	70
Seasonal	0
USPS Residential	1,661
USPS Business	65

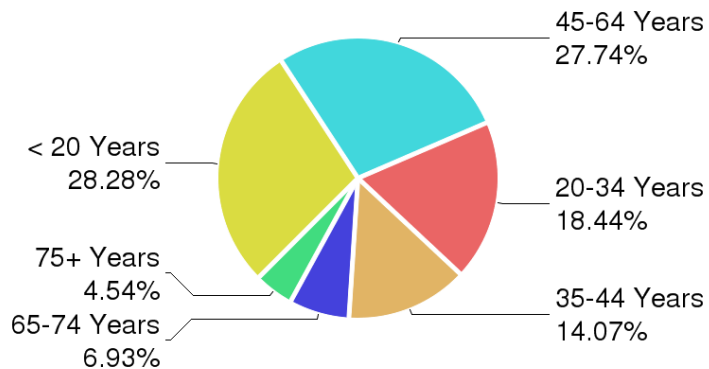
# Current Demographic Summary

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	5.14%	5.21%	101.36
4-5 Years	2.58%	2.69%	104.26
6-8 Years	3.86%	4.35%	112.69
9-11 Years	3.92%	4.49%	114.54
12-13 Years	2.64%	3.05%	115.53
14-17 Years	5.12%	5.65%	110.35
18-19 Years	2.53%	2.86%	113.04
0-5 Years	7.71%	7.9%	102.46
6-12 Years	9.09%	10.35%	113.86
13-19 Years	8.97%	10.04%	111.93
< 20 Years	25.77%	28.29%	109.78
20-34 Years	19.25%	18.44%	95.79
35-44 Years	14.64%	14.07%	96.11
45-64 Years	27.37%	27.75%	101.39
65-74 Years	7.69%	6.93%	90.12
75+ Years	5.27%	4.54%	86.15
Median Age	39	36	94.55
Median Age (Male)	37	36	96.37
Median Age (Female)	40	38	95.67

Age Group Percentages



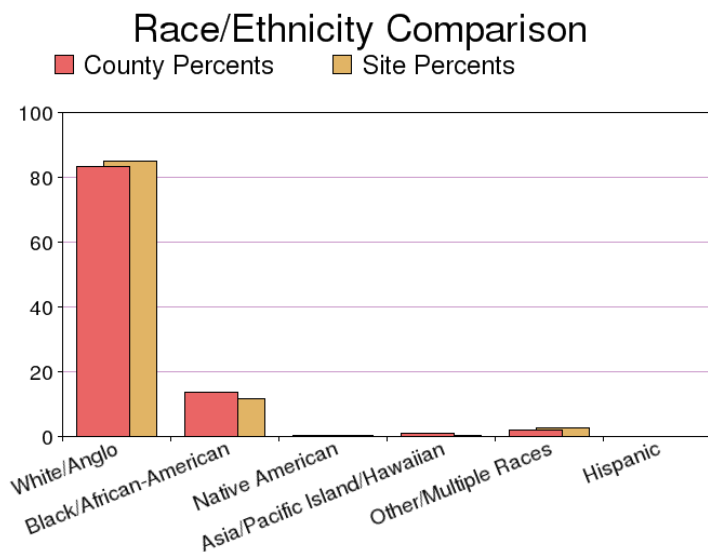


# Current Demographic Summary

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	83.24%	84.86%	101.94
Black, African-American	13.52%	11.68%	86.37
Native American	0.45%	0.32%	69.64
Asian	0.87%	0.36%	41.09
Pacific Island, Hawaiian	0.02%	0.02%	89.44
Other/Multiple Races	1.89%	2.79%	147.81
Hispanic	0%	6.99%	0



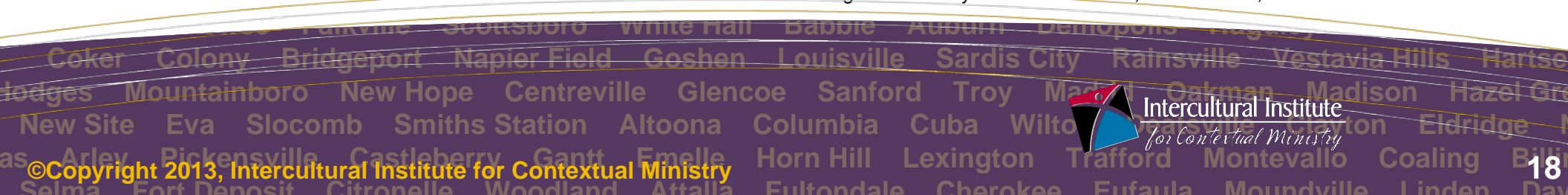
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	55,293	3,119	
Less than 9th Grade	7.65%	8.59%	88.99
No High School Diploma	11.74%	9.78%	120.1
High School Graduate	34.68%	38.73%	89.55
Some College, no degree	20.44%	21.58%	94.75
Associate Degree	7.17%	6.16%	116.52
College Degree	12.05%	11.09%	108.61
Graduate/Prof. degree	6.26%	4.07%	153.72

# 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	6.25%	4.84%	110.33
\$10,000 to \$19,999	11.92%	11.92%	99.96
\$20,000 to \$29,999	11.01%	13.32%	120.95
\$30,000 to \$49,999	23.35%	23.45%	100.44
\$50,000 to \$59,999	9.48%	9.82%	103.52
\$60,000 to \$69,999	7.92%	6.12%	77.23
\$70,000 to \$79,999	5.91%	5.61%	94.88
\$80,000 to \$89,999	4.19%	4.14%	98.92
\$90,000 to \$99,999	2.85%	2.1%	73.78
\$100,000 to \$124,999	7.47%	5.74%	76.79
\$125,000 to \$149,999	3.47%	6.82%	196.39
\$150,000 to \$199,999	3.57%	3%	84
\$200,000 to \$249,999	0.55%	0.19%	34.96
\$250,000 or more	2.05%	2.93%	143.08
Median Household	47,506	46,682	98.27
Average Household	61,412	71,638	116.65
Per Capita Household	21,141	23,609	111.67
Family/Non-Family Household Income			
Median Family Income	55,149	55,862	101.29
Average Family Income	69,272	84,789	122.4
Median Non-Family Income	29,852	28,781	96.41
Average Non-Family Income	42,277	32,220	76.21

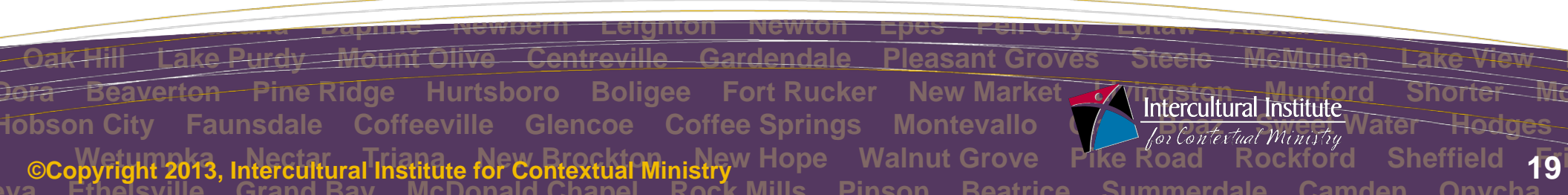


# Current Demographic Summary

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

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

2010 HOUSEHOLD ESTIMATES	COUNTY	BAND	
Family Households			Index
% Family Households	70.88%	73.87%	104.21
Families with Children	34.28%	37.03%	108.01
Families without Children	36.6%	36.84%	100.66
Non-Family Households			
% Non-Family Households	29.12%	26.13%	89.74
Non-Families with Children	0.14	0	0
Non-Families without Children	28.98	26.13	90.17
Housing Units			Index
Total Housing Units	29,924	1,717	
Vacant percent	10.79%	8.56%	79.34
Owned percent	68.57%	74.32%	108.38%
Rented Percent	20.64%	17.06%	82.68
Households by Size			Index
Avg household size	2.92	3.03	103.77
Avg family hh size	3.61	3.67	101.66
Avg non-family hh size	1.23	1.24	100.81
Households By Count of Persons			Percent
One	6,686	364	5.44%
Two	5,878	321	5.46%
Three or Four	10,485	653	6.23%
Five+	3,646	231	6.34%



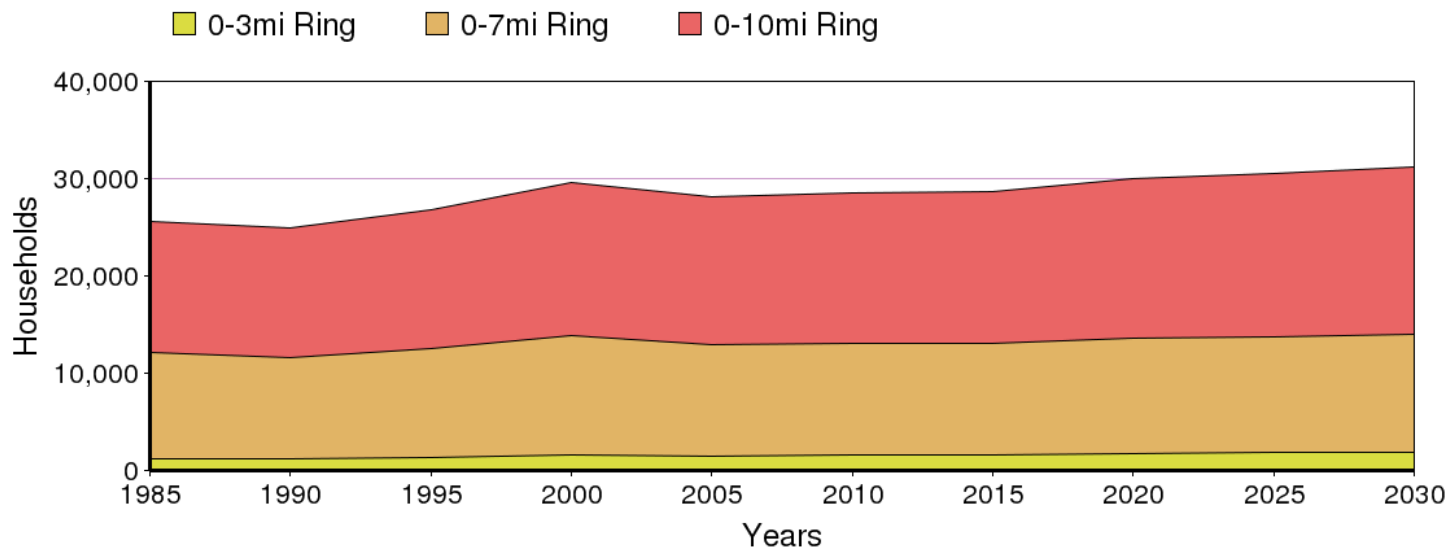
# Projected Demographic Summary

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	54,135	3,433	6.34%
2000 Population	65,676	4,160	6.33%
2010 Population	80,903	4,761	5.88%
2015 Population	92,543	5,315	5.74%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	19,685	1,209	6.14%
2000 Households	24,688	1,565	6.34%
2010 Households	26,695	1,569	5.88%
2015 Households	28,045	1,616	5.76%

Household Change from 1985 to 2030



Brookwood Sardis City Detroit McMullen Auburn Minor Gantt Winfield Somerville Loxley Gardendale  
 Newville Chickasaw Fulton Mountain Brook Haleyville Dothan Mosses Harpersville Taylor Dauphin Isl  
 Pine Apple Tuskegee Russellville Leighton Montevallo Sylvania Harps Crossville Ashville  
 Hodges Owens Cross Roads Columbia Orrville New Site Scottsboro Brilliant Beatrice Westover Vir

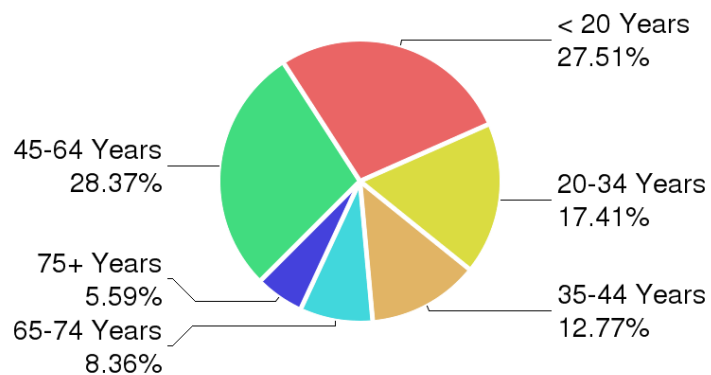
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	5.21%	4.99%	95.78
4-5 Years	2.69%	2.58%	95.91
6-8 Years	4.35%	4.23%	97.24
9-11 Years	4.49%	4.23%	94.21
12-13 Years	3.05%	2.95%	96.72
14-17 Years	5.65%	5.74%	101.59
18-19 Years	2.86%	2.8%	97.9
0-5 Years	7.9%	7.56%	95.7
6-12 Years	10.35%	9.92%	95.85
13-19 Years	10.04%	10.05%	100.1
< 20 Years	28.29%	27.53%	97.31
20-34 Years	18.44%	17.42%	94.47
35-44 Years	14.07%	12.78%	90.83
45-64 Years	27.75%	28.39%	102.31
65-74 Years	6.93%	8.37%	120.78
75+ Years	4.54%	5.59%	123.13
Median Age	39	38	98.81
Median Age (Male)	37	38	101.15
Median Age (Female)	40	41	102.57

Projected Age Group Percentages



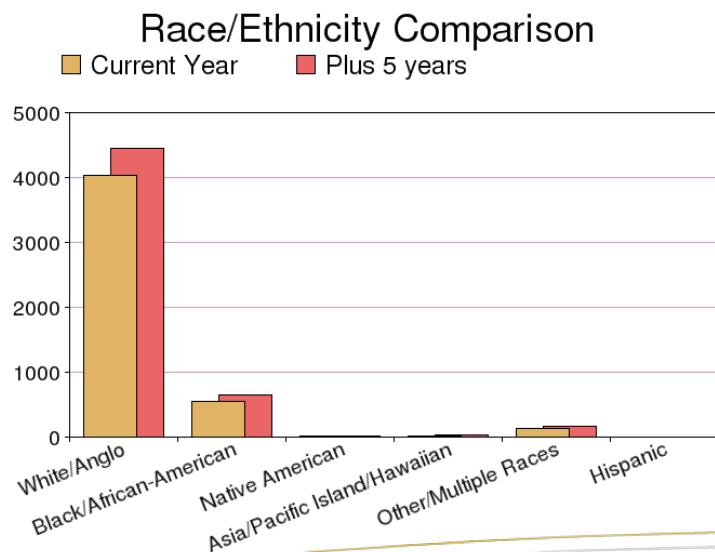
# Projected Demographic Summary

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	84.86%	83.71%	98.65
Black, African-American	11.68%	12.36%	105.85
Native American	0.32%	0.34%	107.49
Asian	0.36%	0.56%	158.08
Pacific Island, Hawaiian	0.02%	0.02%	89.58
Other/Multiple Races	2.79%	3.03%	108.43
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	3,119	3,501	
Less than 9th Grade	8.59%	7.97%	92.75
No High School Diploma	9.78%	8.4%	85.88
High School Graduate	38.73%	40.25%	103.91
Some College, no degree	21.58%	21.59%	100.08
Associate Degree	6.16%	6.74%	109.51
College Degree	11.09%	10.74%	96.81
Graduate/Prof. degree	4.07%	4.31%	105.92



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	4.84%	4.08%	84.32
\$10,000 to \$19,999	11.92%	10.95%	91.9
\$20,000 to \$29,999	13.32%	12.38%	92.91
\$30,000 to \$49,999	23.45%	23.45%	99.99
\$50,000 to \$59,999	9.82%	9.28%	94.57
\$60,000 to \$69,999	6.12%	6.19%	101.14
\$70,000 to \$79,999	5.61%	5.26%	94.88
\$80,000 to \$89,999	4.14%	3.9%	92.61
\$90,000 to \$99,999	2.1%	2.41%	114.74
\$100,000 to \$249,999	5.74%	6.68%	116.51
\$125,000 to \$149,999	6.82%	7.92%	116.15
\$150,000 to \$199,999	3%	3.47%	115.68
\$200,000 to \$249,999	0.19%	0.19%	97.09
\$250,000 or more	2.93%	3.71%	126.64
Median Household	46,682	49,249	105.5
Average Household	71,638	76,239	106.42
Per Capita Household	23,609	23,180	98.18
<b>Family/Non-Family Household Income</b>			
Median Family Income	55,862	59,562	106.62
Average Family Income	84,789	91,520	107.94
Median Non-Family Income	28,781	30,815	107.07
Average Non-Family Income	32,220	33,894	105.2



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	73.87%	71.84%	97.26
Families with Children	37.03	35.27	95.25
Families without Children	36.84	35.89	97.43
<b>Non-Family Households</b>			
% Non-Family Households	26.13%	28.16%	107.75
Non-Families with Children	0	0	107.75
Non-Families without Children	26.13	28.16	107.75
<b>Housing Units</b>			
Total Housing Units	1,717	1,769	103.03%
Vacant percent	8.56%	8.71%	101.68
Owned percent	74.32%	73.66%	99.11
Rented Percent	17.06%	17.64%	103.35
<b>Households by Size</b>			
Avg household size	3.03	3.29	108.58%
Avg family hh size	3.67	4.10	111.72%
Avg non-family hh size	1.24	1.22	98.39%
<b>Households By Count of Persons</b>			
One	364	401	110.16%
Two	321	206	64.17%
Three or Four	653	714	109.34%
Five+	231	295	127.71%

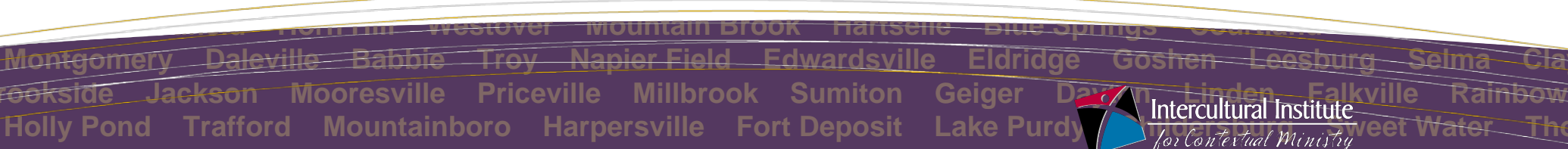


# Ethnographic Summary

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

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Foreign Born Pop	27	610	173
Northern Europe	4	4	4
Western Europe	3	2	7
Southern Europe	0	0	0
Eastern Europe	0	0	4
Other Europe	0	0	0
Eastern Asia	0	28	16
So. Central Asia	0	13	4
SE Asia	0	0	18
Western Asia	0	7	0
Other Asia	0	0	0

<b>BORN IN:</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Eastern Africa	0	0	0
Middle Africa	0	0	0
Northern Africa	0	0	0
Southern Africa	0	0	0
Western Africa	0	0	0
Other Africa	0	0	0
Oceania	0	0	0
Caribbean	0	9	7
Central Amer.	20	547	113
South America	0	0	0
North America	0	0	0
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	4,192	23,620	8,916
Spanish	50	950	176
Other Indo-Euro language	37	220	179
French (incl. Patois, Cajun)	10	48	46
French Creole	0	0	0
Italian	7	2	105
Portuguese	0	0	0
German	20	123	16
Yiddish	0	18	2
Other West Germanic	0	0	0
A Scandinavian Language	0	0	0
Greek	0	0	0
Russian	0	0	1
Polish	0	0	2
Serbo-Croatian	0	0	0
Other Slavic Language	0	0	0
Armenian	0	0	0
Persian	0	0	0
Gujarathi	0	0	6
Hindi	0	29	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	0	1
Asian/PI languages	0	0	0
Chinese	0	21	18
Japanese	0	14	27
Korean	0	0	7
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	0	4
Laotian	0	0	0
Vietnamese	0	0	36
Other Asian	0	0	0
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	7	0
Navajo	0	0	0
Other Native N. American	0	0	0
Hungarian	0	0	0
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	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	3,128	18,161	7,085
Arab	0	7	1
Armenian	0	0	0
Austrian	0	0	6
British	1	55	29
Canadian	0	8	0
Croatian	6	1	0
Czech	0	2	2
Czechoslovak	0	0	0
Danish	6	10	0
Dutch	64	130	64
English	267	1,629	653
European	24	223	130
Finnish	13	4	3
French (not Basque)	64	220	114
French Canadian	14	10	26
German	332	1,020	586
Greek	0	6	1
Hungarian	0	2	3
Iranian	0	0	0

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	444	1,898	630
Italian	37	166	113
Lithuanian	7	2	1
Norwegian	0	75	16
Polish	56	98	71
Portuguese	0	0	2
Romanian	0	0	0
Russian	7	26	9
Scandinavian	0	0	2
Scotch-Irish	64	361	118
Scottish	52	250	118
Slovak	0	0	0
Subsaharan African	54	325	116
Swedish	8	51	21
Swiss	1	3	5
Ukrainian	0	11	0
US/American	802	5,779	2,431
Welsh	2	31	18
West Indian	0	9	3
Yugoslavian	0	4	1
Other	803	5,747	1,793

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

## *Issues for Your Consideration - continued*

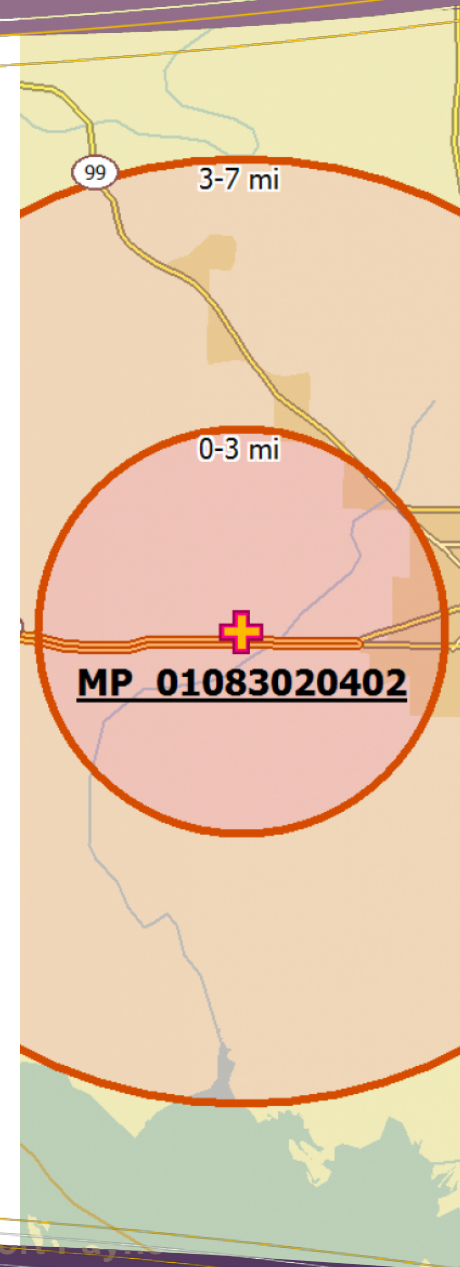
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	1,569	100%	918	100%
<b>AFFLUENT SUBURBIA</b>	72	4.59%	50	5.45%
America's Wealthiest	0	0%	0	0%
Dream Weavers	0	0%	0	0%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	0	0%	0	0%
Small Town Success	72	4.59%	50	5.45%
New Suburbia Fam.	0	0%	0	0%
<b>UPSCALE AMERICA</b>	176	11.22%	120	13.07%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	142	9.05%	95	10.35%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	34	2.17%	25	2.72%
Successful Urban Sprawl	0	0%	0	0%
<b>SM TWN SUCCESS</b>	290	18.48%	186	20.26%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	55	3.51%	36	3.92%
Urban Optimists	0	0%	0	0%
Family Convenience	235	14.98%	150	16.34%
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	1,569	100%	918	100%
<b>BLUE COLLAR BACKBONE</b>	61	3.89%	37	4.03%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	61	3.89%	37	4.03%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	8	0.51%	5	0.54%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	8	0.51%	5	0.54%
Professional Urbanites	0	0%	0	0%
Urban Advancement	0	0%	0	0%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	295	18.8%	202	22%
Steadfast Conservative	283	18.04%	194	21.13%
Moderate Conventionalists	12	0.76%	8	0.87%
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	1,569	100%	918	100%
<b>REMOTE AMERICA</b>	14	0.89%	8	0.87%
Hardy Rural Fam.	2	0.13%	1	0.11%
Rural Southern Living	10	0.64%	6	0.65%
Coal & Crops	2	0.13%	1	0.11%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	55	3.51%	41	4.47%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	55	3.51%	41	4.47%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	540	34.42%	228	24.84%
Industrious Country Living	24	1.53%	16	1.74%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	516	32.89%	212	23.09%

# 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 HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	1,569	100%	918	100%
<b>STRUGGLING SOCIETIES</b>	14	0.89%	9	0.98%
Rugged Southern Style	13	0.83%	8	0.87%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	1	0.06%	1	0.11%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	46	2.93%	32	3.49%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	46	2.93%	32	3.49%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	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?

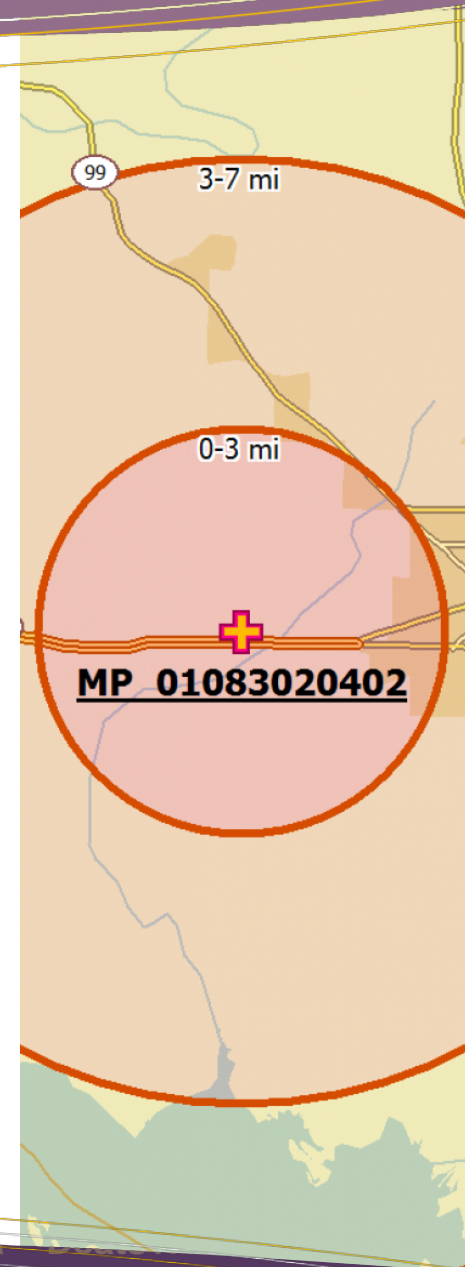
## Potential Cultural Bridges

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).



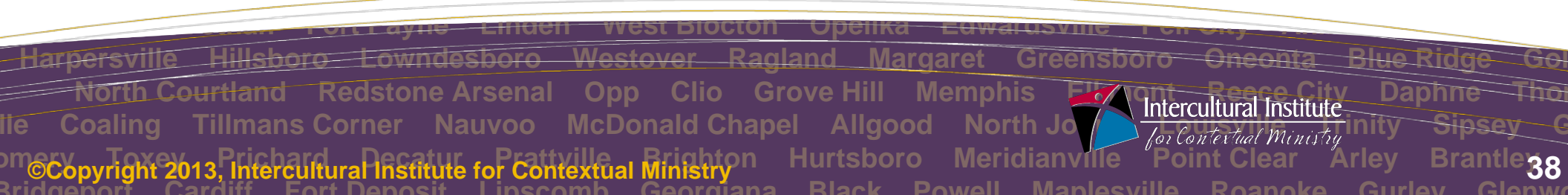


# Potential Cultural Bridges

The tables below 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	67%	67%	67%
Dining Out (Not Fast Food)	57%	56%	57%
Reading Books	49%	51%	52%
Card Games	43%	42%	43%
Gardening	39%	36%	36%
Go To A Beach/Lake	36%	34%	35%
Board Games	35%	33%	34%
Cooking for Fun	32%	34%	35%
Photography	19%	18%	19%
Going To	18%	18%	18%
Bars/Nightclubs/Dancing			

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	68%	68%
Gen./Fam. Practitioner	41%	41%	41%
Dentist	25%	26%	26%
None Of These	22%	20%	20%
Backache	22%	23%	23%
Hypertension/High Blood Pressure	19%	20%	19%
Eye Dr.	19%	21%	21%
High Cholesterol	17%	18%	18%
Any Arthritis	17%	17%	16%
Overweight (30 Pounds Or More)	16%	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	23.12%	24.78%	25.46%
Live Theater	16.59%	17.48%	18.38%
Live Theater Most Often	13.38%	14.28%	15.13%
Rock/Pop Concerts Most Often	13.29%	13.73%	13.92%
Country Concerts Most Often	6.53%	6.19%	6.58%
Comedy Club	6.28%	7.93%	8.24%
Movies: Comedy	37.72%	38.01%	38.65%
Movies: Action/Adventure	35.29%	37.13%	37.73%
Movies: Romantic Comedy	18.19%	18.6%	19.06%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	17.71%	19.99%	20.14%
Movies: Drama	15.96%	18.25%	18.52%
Movies: Mystery	13.65%	15.56%	15.62%
MLB Baseball Reg. Season	6.68%	6.03%	6.86%
College Football Reg. Season	6.1%	5.54%	6.07%
NFL Football Reg. Season	5.66%	5.36%	5.97%
College Basketball Reg. Season	3.93%	3.75%	4.04%
Auto Racing Events	3.55%	2.89%	3.07%
NBA Basketball Reg. Season	2.94%	2.89%	3.2%

# 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	38.47%	38.56%	39.29%
Swimming	34.66%	32.35%	33.71%
Freshwater Fishing	26.12%	21.29%	21.67%
Camping Trips	23.08%	17.94%	18.31%
Bowling	22.64%	21.95%	22.41%
Billiards/Pool	19.46%	18.45%	18.92%
Hunting	18.34%	13.24%	13.3%
Basketball	15.73%	15.46%	15.54%
Weight Training	14.67%	14.45%	15.3%
Golf	13.4%	12.4%	13.31%
Mountain/Road Biking	13.05%	12.04%	12.63%
Target Shooting	12.74%	10.66%	10.78%
Jogging/Running	12.15%	13.31%	13.67%
Using Cardio Machine	11.43%	11.82%	12.53%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.23%	9.89%	10.14%
Baseball	10.93%	10.94%	10.98%
Stationary Cycling	10.56%	10.88%	11.2%
Football	10.05%	10.03%	10.09%
Volleyball	9.29%	8.97%	8.88%
Saltwater Fishing	8.95%	8.13%	8.36%
Aerobics	8.53%	9.13%	9.15%
Power Boating	8.21%	7.72%	8.14%
Horseback Riding	7.84%	6.57%	6.72%
Archery	7.38%	5.58%	5.71%
Softball	7.21%	7.68%	7.83%
Canoeing/Kayaking	7.16%	6.77%	7.08%
Tennis	6.86%	6.49%	6.66%
Motorcycling	6.79%	6.27%	6.53%





# Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to fitness participation at this mission site. For each of the three bands - 0-3 miles, 3-7 miles, 7-10 miles - the percent of the households in the entire missional site location that participate in the activity is given. However, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Soccer	5.85%	6.53%	6.58%
Fly Fishing	5.85%	5.06%	5.05%
Snorkeling	5.3%	4.57%	4.7%
Yoga	5.28%	6.15%	6.27%
Roller Skating	5.22%	5.22%	5.23%
Jet Skiing	5.2%	4.47%	4.56%
Water Skiing	4.98%	4.44%	4.56%
Ice Skating	4.4%	5%	5.05%
Martial Arts	4.25%	3.47%	3.41%
Downhill & X-Country Skiing	4.13%	4.16%	4.46%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Skateboarding	3.98%	3.59%	3.53%
Snowmobiling	3.97%	3.8%	3.86%
Hockey	3.7%	3.65%	3.51%
Racquetball	3.44%	3.74%	3.72%
Rock Climbing	3.41%	3.37%	3.34%
Auto Racing	3.34%	3.85%	3.66%
Snowboarding	3.22%	3.17%	3.21%
Sailing	2.8%	2.85%	2.92%
Rowing	2.64%	2.6%	2.66%
Surfing & Windsurfing	2.58%	2.45%	2.49%

## 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.

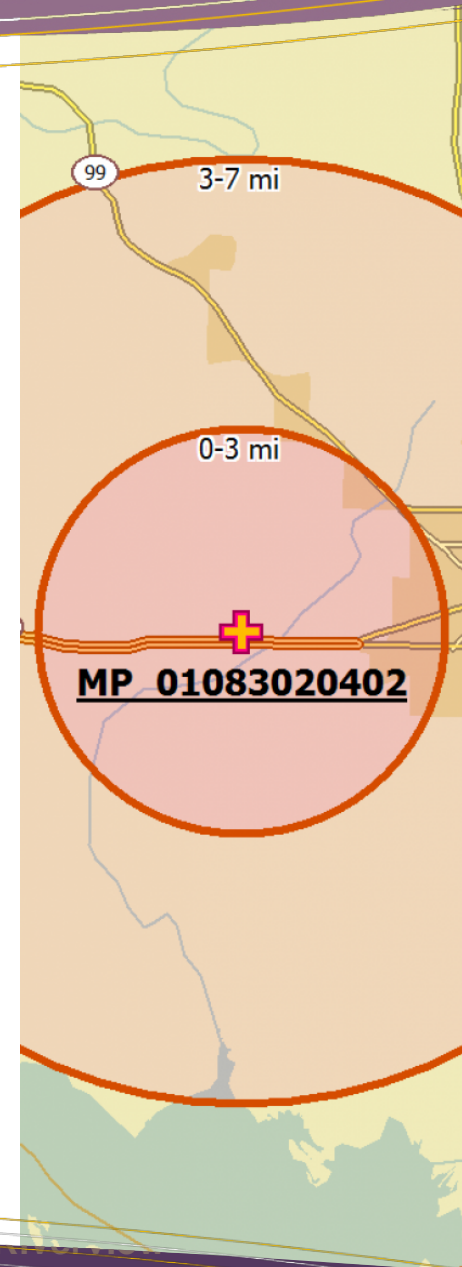
### BIBLICAL BARRIERS

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.

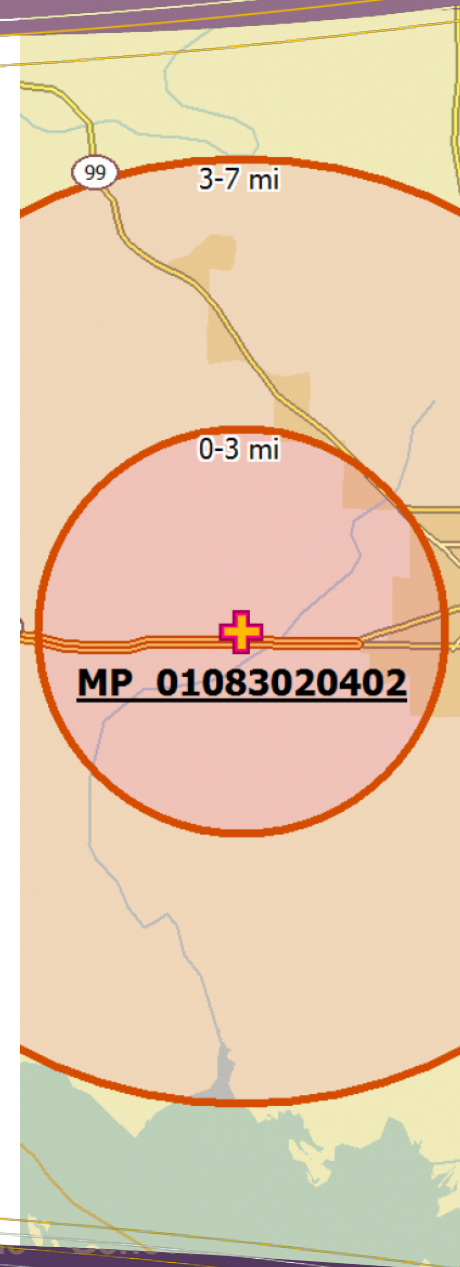
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

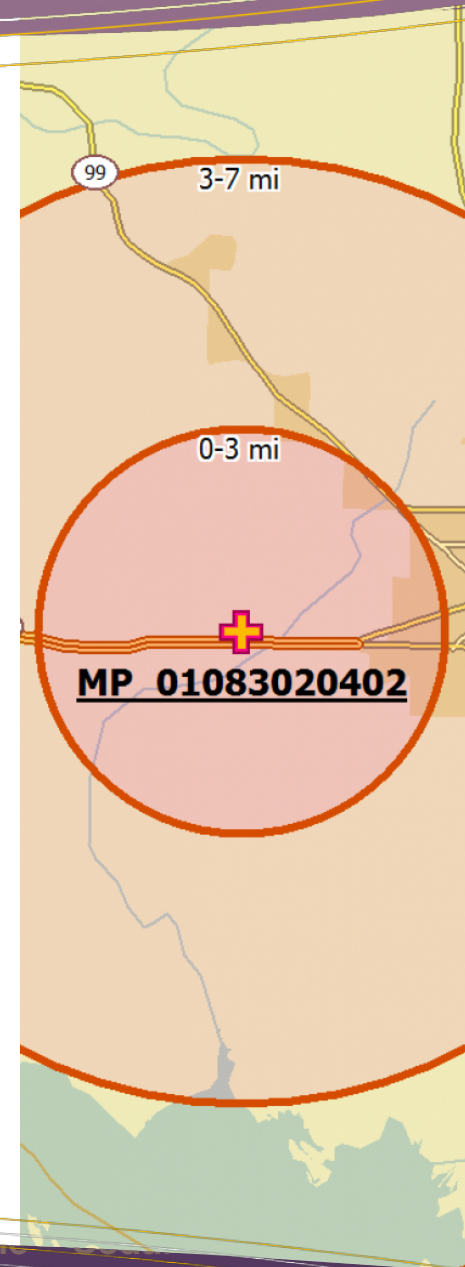
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	51%	51%	51%
Find It Difficult To Say No To My Kids	43%	40%	40%
Woman's Place Is In The Home	37%	36%	36%
Speak My Mind Even If It Upsets People	35%	36%	36%
Like Control Over People And Resources	33%	34%	34%
Like To Do Unconventional Things	30%	30%	30%
Prefer To Have Few Possessions As Possible	28%	30%	30%
Don't Judge People/Way They Live Life	26%	28%	28%
Money Is Best Measure Of Success	26%	26%	26%
Too Much Sponsorship In Arts/Sports	23%	24%	24%
If Won Lottery Would Never Work Again	23%	24%	25%
Friends More Important Than My Fam.	22%	23%	23%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like to Stand Out In A Crowd	22%	22%	22%
Rarely Sit Down to a Meal Together At Home	18%	18%	18%
Marijuana Should Be Legalized	17%	19%	19%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
I Am A Workaholic	15%	17%	17%
Only Work Current Job for The Money	15%	14%	14%
We Should Strive for Equality for All	11%	13%	12%
Happy With My Standard Of Living	10%	11%	11%
On Whole People Get What They Deserve	9%	10%	10%
Indulge My Kids With The Little Extras	8%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
Very Happy With My Life As It Is	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:

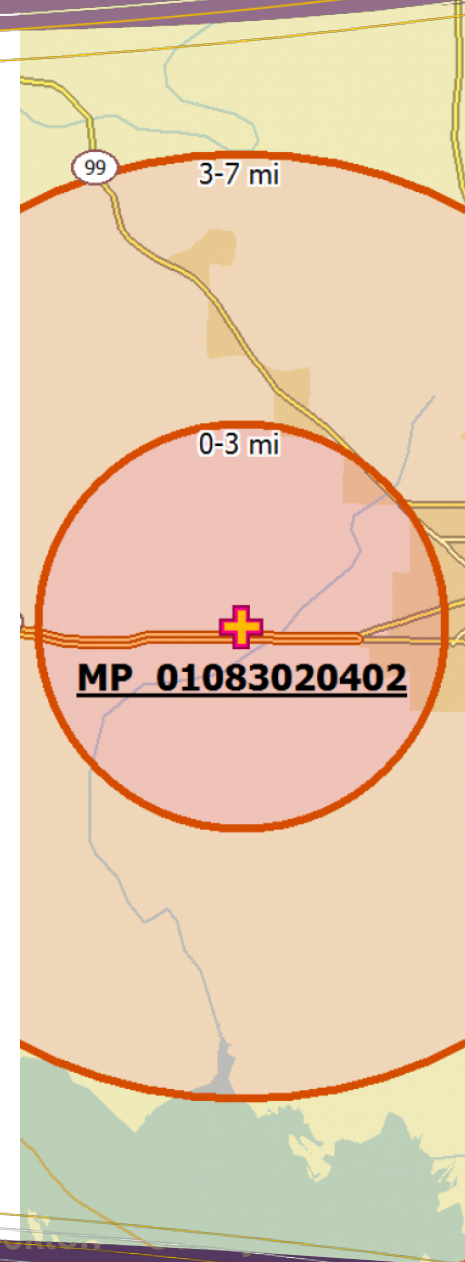
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	63%	61%	63%
You Should Seize Opportunities In Life	54%	56%	56%
Like To Understand About Nature	34%	36%	36%
Prefer Work Part Of Team Than Alone	33%	35%	34%
Important Feel Respected By My Peers	32%	33%	33%
Important To Juggle Various Tasks	30%	32%	31%
Prefer To Have Few Possessions As Possible	28%	30%	30%
Good At Fixing Things	27%	28%	27%
Have Keen Sense Of Adventure	26%	26%	26%
Like To Just Enjoy Life	20%	21%	21%
People Have To Take Me As They Find Me	20%	22%	22%
Is An Important Part Of Who I Am	20%	16%	16%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	19%	18%	18%
Consider Myself Interested In The Arts	17%	19%	18%
Looking for New Ideas To Improve Home	16%	17%	17%
Real Men Don't Cry	16%	16%	16%
Enjoy Spending Time With My Fam.	15%	14%	13%
Provide My Kids With The Little Extras	12%	13%	13%
Try Not To Worry About The Future	11%	13%	13%
Children Should Be Allowed To Express Themselves	6%	6%	6%
Feel Very Alone In The World	5%	6%	5%
Would Like To Set Up Own Business	5%	4%	4%
Like Spending Most Time With Fam.	5%	5%	5%
Decor Particular Interest To Me	3%	3%	4%

## Potential Shared Places

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



# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fast Food/Drive-In	88.74%	87.46%	87.61%
Restaurant-Visit Any			
Fam. Restaurants/Steak	84.37%	82.75%	83.59%
Houses-Visit Any			
McDonald's	55.91%	56.79%	57.48%
Burger King	39.61%	38.92%	38.74%
Subway	31.79%	31.53%	32.04%
Kentucky Fried Chicken (KFC)	31.7%	31.85%	31.05%
Wendy's	30.57%	31.03%	31.34%
Taco Bell	28.4%	28.86%	29.26%
Applebee's	28.15%	28.86%	29.72%
Pizza Hut	24.57%	24.79%	24.26%
Arby's	23.46%	24.04%	24.5%
Dairy Queen	19.48%	19.31%	19.33%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Olive Garden	19.09%	19.1%	19.71%
Sonic	18.21%	16.22%	16.04%
Cracker Barrel	16.73%	16.49%	16.9%
Red Lobster	14.92%	16.97%	16.84%
Hardee's	14.65%	13.33%	12.97%
Chick-Fil-A	12.46%	13%	13.64%
Long John Silver's	12.31%	10.98%	10.46%
Golden Corral	12.16%	13.15%	12.79%
Domino's Pizza	12.14%	13.99%	13.68%
Outback Steakhouse	11.99%	12.71%	13.44%
Ruby Tuesday	10.34%	11.03%	11.41%
IHOP (International House Of Pancakes)	10.06%	12.68%	12.82%

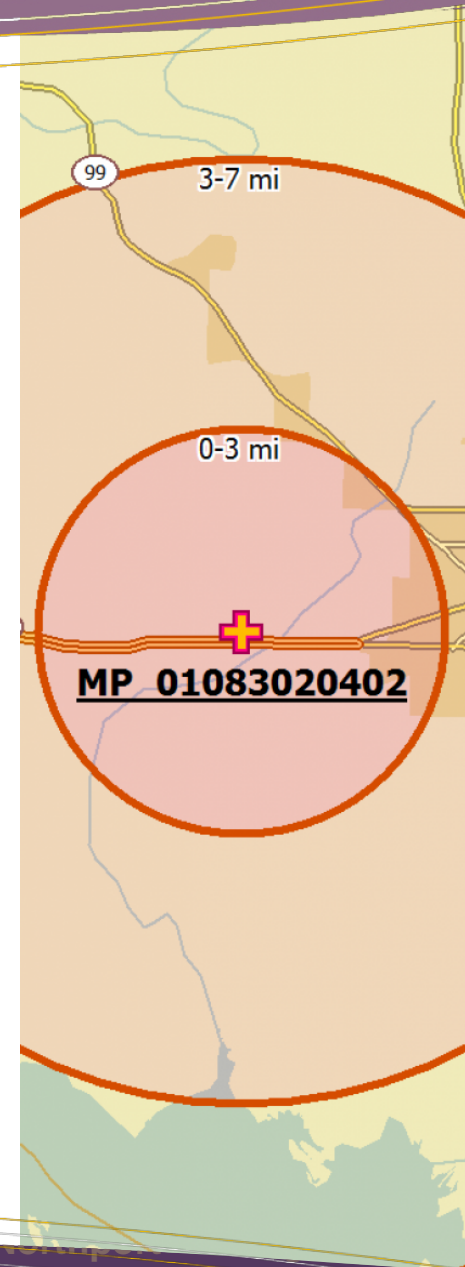


## Potential Shared Projects

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!

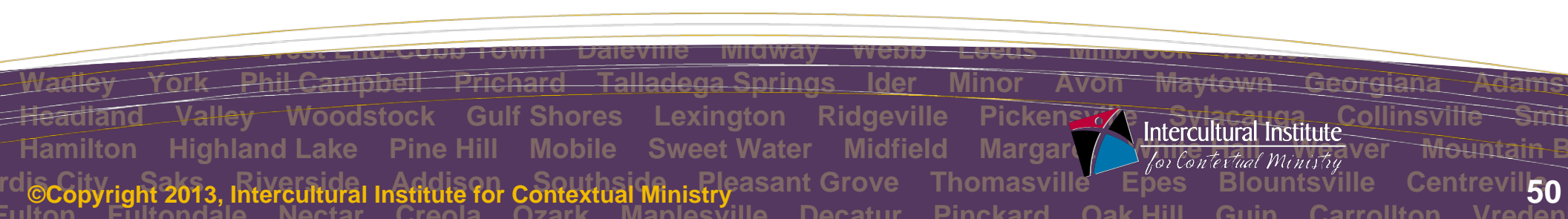


# Potential Shared Projects

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	45.52%	45.48%	46.51%
Recycled products	31.36%	31.57%	33.01%
Worked as volunteer (non political)	16.56%	15.91%	16.72%
Engaged in fund raising	12.31%	11.37%	11.6%
Religious club member	8.42%	8.01%	8.1%
Wrote to elected offcl about publ bus	5.98%	5.5%	5.84%

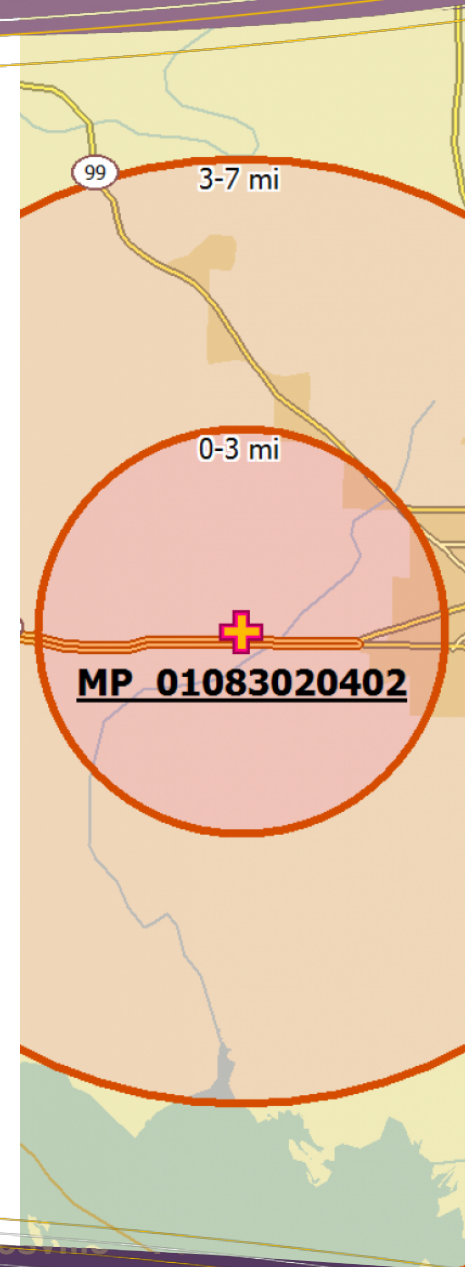
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Church Board	5.89%	5.69%	5.65%
Charitable Organization	5.42%	5.2%	5.37%
Union member	5.16%	5.39%	5.5%
Wrote to editor of mag or newspaper	5.1%	5.35%	5.55%
Addressed a public meeting	4.9%	4.56%	4.79%
Took active part in local civic issue	4.42%	4.72%	4.81%



## Communication Media Content

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

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

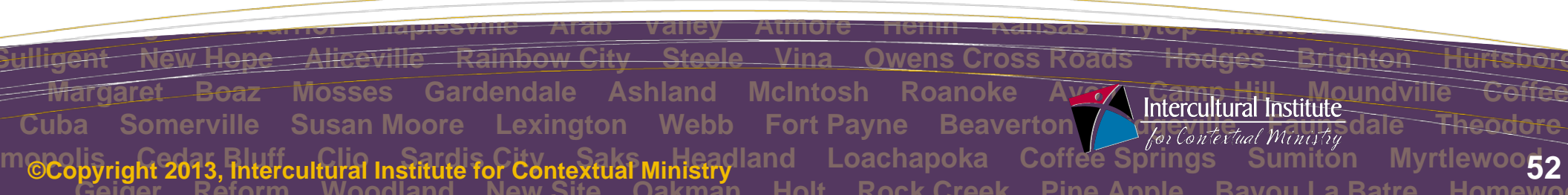


# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	15.09%	15.04%	15.78%
Children's Books	13.82%	13.02%	13.31%
Mystery	10.98%	10.67%	11.11%
Cookbooks	10.41%	9.94%	10.21%
Religious (not Bibles)	9.9%	9.46%	9.49%
Romance	7.78%	7.08%	7.24%
Personal/Business	6.24%	6.24%	6.51%
Self-help			
History	6.18%	6.21%	6.48%
Biography	5.94%	5.87%	6.06%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	62.34%	64.8%	65.65%
Gen. Editorial	42.7%	45.9%	45.81%
Womens	39.07%	41.21%	41.3%
Service	35.03%	34.14%	35.14%
Fishing/Hunting	16.37%	14.18%	14.18%
Mens	16.22%	17.81%	17.65%
Automotive	15.54%	14.26%	14.1%
Business/Finance	14.18%	15.63%	16.34%
Parenthood	13.73%	13.54%	13.56%



# 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	55.73%	54.54%	55.3%
Classified	37.16%	35.57%	35.37%
Editorial Page	32.21%	30.7%	31.2%
Sport	31.06%	31.3%	31.77%
Comics	26.89%	27.01%	27.34%
Business/Finance	24.51%	25.58%	26.77%
Food/Cooking	22.79%	23.92%	24.4%
Movie Listings & Reviews	22.72%	23.55%	24.03%
TV/Radio Listings	22.45%	23.3%	23.57%
Home/Gardening	20.53%	20.66%	21.28%
Travel	16.32%	17.29%	18.05%
Science/Technology	15.54%	16.18%	16.67%
Fashion	13.88%	14%	14.04%

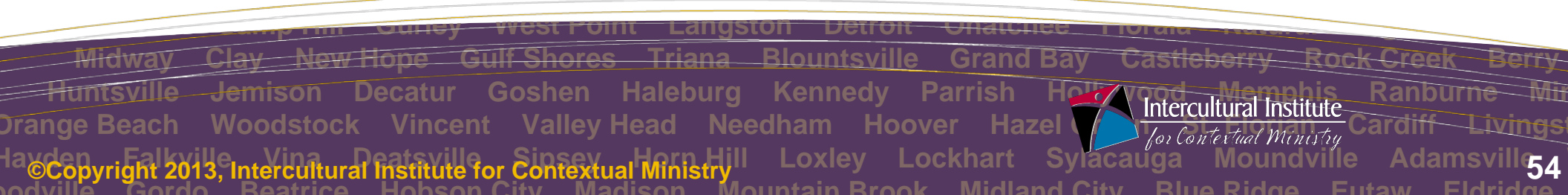
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	31.72%	25.06%	25.59%
Adult Contemporary	16.88%	16.02%	16.71%
CHR Contemp Hit Radio	15.83%	17.41%	17.09%
Rock	11.65%	11.3%	11.84%
Classic Rock	10.61%	9.46%	9.9%
Urban Contemporary	10.57%	16.09%	14.65%
Oldies	10.51%	10.49%	10.75%
News/Talk	9.75%	9.6%	10.54%
Alternative	8.28%	7.57%	8.11%
Religious	7.41%	6.47%	6.69%
Soft Contemporary	5.9%	5.58%	6.01%
Variety	5.8%	7.21%	7.22%
Classic Hits	4.15%	3.74%	4%
Gospel	3.97%	4.25%	3.93%
All Talk	3.53%	3.26%	3.51%
All News	3.53%	4.45%	4.65%
Sports	3.29%	3.18%	3.44%
Jazz	3.07%	5.13%	4.99%

# Potential Multimedia Content:

The tables below list 24 variables related to television content and delivery at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at [MissionalContext.org](http://MissionalContext.org)

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.03%	63.39%	64.36%
Satellite Dish	60.9%	56.38%	57%
Soapnet	48.68%	50.11%	50.5%
Other Video-On-Demand	44.5%	44.8%	44.27%
Adult Pay Per View TV	38.77%	35.39%	36.01%
Sci-Fi Channel	36.35%	36.52%	37.11%
MSNBC	33.81%	33.56%	34.07%
Nickelodeon	32.83%	29.63%	30.3%
TV Info From Sunday TV Magazine	28.95%	28.54%	29.1%
Subscribe Digital Cable	28.84%	29.27%	29.48%
Adult Swim	25.98%	24.56%	25.99%
TV Info From Newspapers	25.78%	26.11%	26.58%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	25.11%	25.2%	25.95%
Hallmark Channel	24.98%	23.99%	24.92%
TCM (Turner Classic Movies)	24.04%	24.35%	24.79%
Video-On-Demand Movies	23.64%	20.62%	21.6%
TV Info From Monthly Cable Guide	23.1%	23.67%	24.1%
USA Network	22.64%	23.41%	23.95%
BET (Black Entertainment TV)	22.18%	22.42%	23.04%
Encore	21.64%	18.75%	19.77%
Comedy Central	21.34%	24.96%	26.45%
The Golf Channel	20.3%	21.11%	22.05%
Lifetime	20.2%	20.69%	21.21%
TV Info From Other	18.47%	19.65%	19.81%

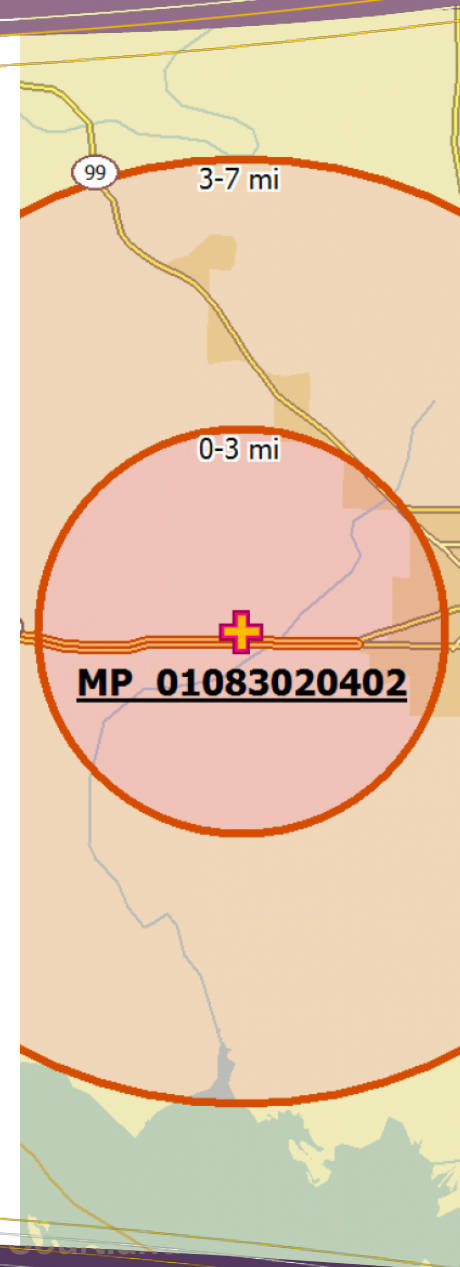


## Communication Media Usage

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+)	18.34%	18%	18.74%
Medium Users (4-6)	10.1%	9.77%	10.16%
Light Users (1-3)	21.52%	20.42%	20.53%
Quintiles (20%)			
Newspaper I (Heavy)	0.86%	1.19%	1.26%
Newspaper II	1.15%	1.38%	1.36%
Newspaper III	2.9%	2.48%	2.43%
Newspaper IV	0.47%	0.65%	0.65%
Newspaper V (Light)	1.45%	1.18%	1.19%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	18.38%	19.16%	19.34%
Magazines II	9.25%	9.08%	9.08%
Magazines III	9.85%	9.86%	9.97%
Magazines IV	10.48%	11.44%	11.48%
Magazines V (Light)	0.3%	0.48%	0.5%
Outdoor I (Heavy)	4.49%	6.07%	5.96%
Outdoor II	2.67%	3.1%	2.91%
Outdoor III	2.5%	3.4%	3.28%
Outdoor IV	19.44%	18.22%	17.72%
Outdoor V (Light)	25.46%	25.54%	25.5%
Yellow Pages I (Heavy)	15%	15.41%	15.27%
Yellow Pages II	4.67%	5.7%	5.61%
Yellow Pages III	4.42%	5.82%	5.5%
Yellow Pages IV	23.94%	24.1%	23.49%
Yellow Pages V (Light)	2.83%	3.6%	3.34%



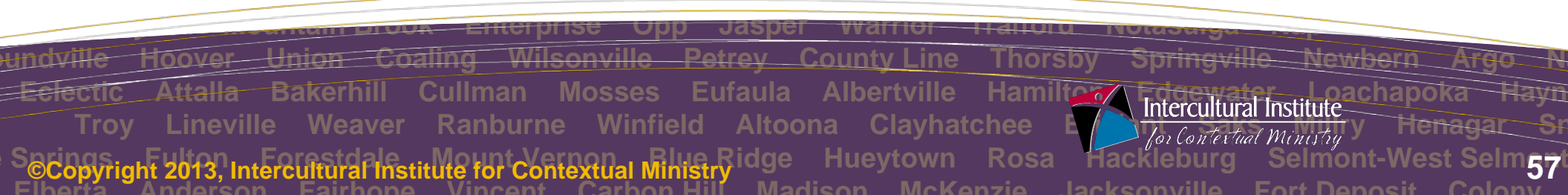


# Potential Multimedia Usage

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)	3.01%	3.09%	3.09%
Drive Time III (Medium)	0.85%	0.83%	0.82%
Radio IV & V (Light)	2.97%	2.67%	2.6%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.96%	8.98%	9.05%
Radio III (Medium)	4.69%	4.81%	4.95%
Radio IV & V (Light)	2.76%	3.18%	3.25%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	13.36%	12.71%	13.19%
Cable III (Medium)	5.34%	4.98%	4.79%
Cable IV & V (Light)	29.66%	33.63%	33.13%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.3%	3.91%	3.79%
Prime Time III (Medium)	1.53%	1.87%	1.9%
Prime Time IV & V (Light)	7.9%	8.39%	8.44%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.91%	40.03%	40.25%
Fringe III (Medium)	57.59%	56.4%	55.58%
Fringe IV (Light)	58.23%	57.42%	57.26%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.54%	14.09%	13.56%
All Day III (Medium)	27.82%	25.68%	25.36%
All Day IV (Light)	10.5%	12.69%	12.47%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	10.2%	10.96%	11.47%
6:00am - 10:00am	9.83%	12.56%	13.14%
10:00am - 3:00pm	4.33%	6.35%	6.11%
3:00pm - 7:00pm	13.77%	14.01%	13.99%
7:00pm - Midnight	9.74%	10.84%	11.47%
Midnight - 6:00am	3.5%	4.87%	4.87%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	12.63%	13.9%	14.48%
6:00am - 10:00am	2.21%	2.71%	3%
10:00am-3:00pm	3.28%	4.16%	4.34%
3:00pm - 7:00pm	5.58%	6.46%	6.62%
7:00pm - Midnight	8.4%	8.39%	8.81%
Midnight - 6:00am	7.23%	9.55%	9.77%

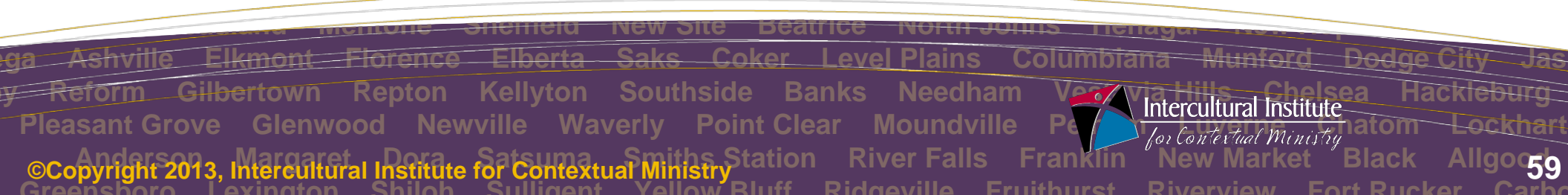
USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	7.22%	6.87%	7.48%
Saturday: 8:00-11:00pm	7.8%	7.85%	8.09%
Sunday: 7:00-11:00pm	10.01%	9.23%	9.64%
9:00am-1:00pm	25.11%	25.2%	25.95%
9:00am-4:00pm	29.09%	29.02%	29.86%
4:00pm-7:00pm	26.74%	27.92%	28.56%
11:00pm-1:00am	39.66%	41.24%	41.65%
AVG Prime time	2.12%	3.04%	2.96%
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](http://MissionalContext.org).

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	13.5%	14.46%	15.04%
7-9am	17.09%	18.64%	19.63%
9am-12noon	20.23%	20.61%	21.5%
12noon-4pm	8.86%	8.41%	8.36%
4-6pm	45.36%	45.51%	46.9%
6-7pm	22%	19.96%	20.28%
7-7:30pm	1.32%	1.41%	1.48%
7:30-8pm	9.78%	11.12%	11.13%
8-11pm	7.22%	6.87%	7.48%
11pm-12am	33.81%	33.56%	34.07%
11pm-1am	39.66%	41.24%	41.65%
1-6am	24.41%	27.68%	28.44%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.67%	16.71%	17.27%
Sat: 10am-1pm	7.14%	7.37%	7.68%
Sat: 1-4pm	24.84%	24.9%	25.16%
Sat: 4-6pm	5.91%	6.9%	6.94%
Sat: 6-7pm	1.59%	1.69%	1.85%
Sat: 7-8pm	0.74%	0.75%	0.87%
Sat: 8-11pm	7.8%	7.85%	8.09%
Sat: 11pm-1am	4.22%	4.7%	4.75%
Sat: 1am-7pm	22.64%	23.41%	23.95%
Sun: 7-10am	3.12%	2.43%	2.43%
Sun: 10am-1pm	8.16%	6.83%	7.16%
Sun: 1-4pm	6.68%	5.86%	6.15%
Sun: 4-7pm	13.92%	12.91%	13.53%
Sun: 7-11pm	10.01%	9.23%	9.64%
Sun: 11pm-1am	3.79%	4.28%	4.55%
Sun: 1-7am	21.07%	20.25%	21.22%



# Using the Cultural Bridges, Barriers and Themes

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

## *Issues for Your Consideration*

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



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

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

## *Issues for Your Consideration*

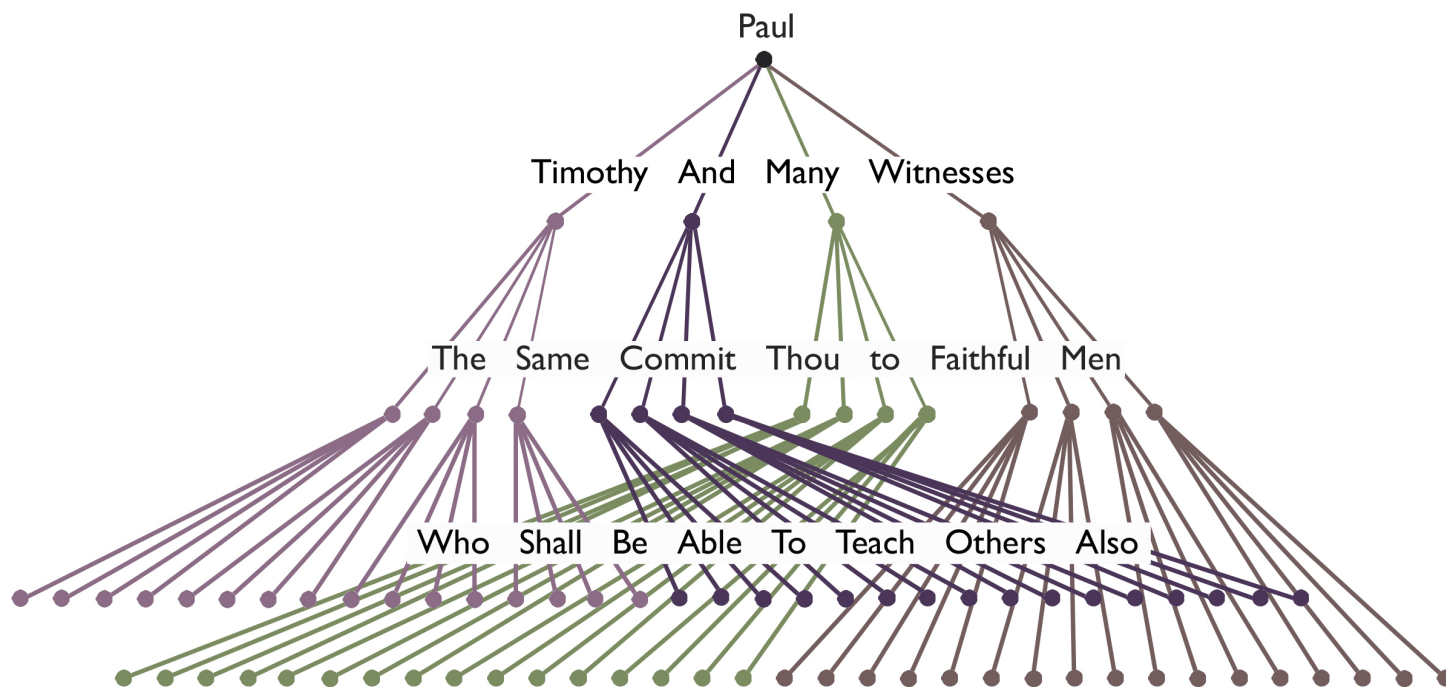
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in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

# Biblical Missional Multiplication

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

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

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

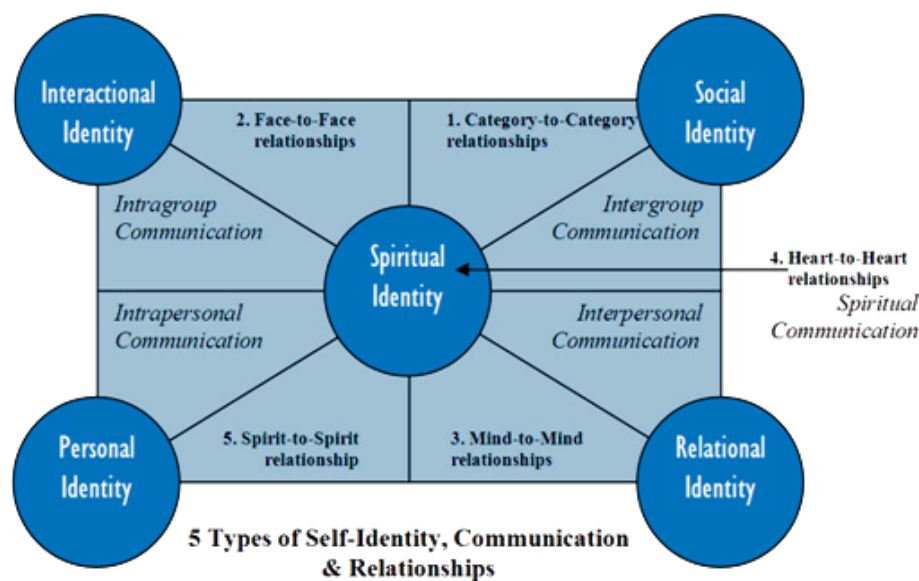


# Establishing Redemptive Relationships

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

## Communication Steps

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

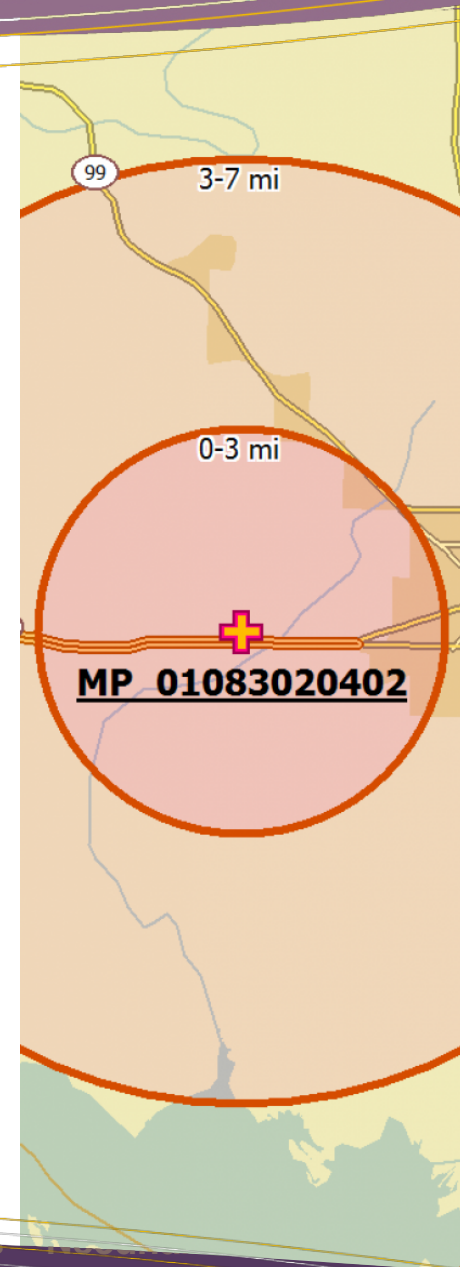


## Your MissionSite and the Missional Suite

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

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

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





# Notes and Sources

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



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Emmanuel	PO Box 145 Athens, AL 35612	1.38 mi	245	Plateauing
2	Round Island	14790 Brownsferry Rd Athens, AL 35611	2.66 mi	221	Growing
3	Faith	118 Coffman Cir Athens, AL 35611	3.54 mi	63	Declining
4	Poplar Creek	10880 Snake Rd Athens, AL 35611	4.43 mi	84	Plateauing
5	West Highland	PO Box 481 Athens, AL 35612	4.69 mi	146	Declining
6	Shanghai Missionary	13435 Elk River Mills Rd Athens, AL 35614	4.78 mi	107	Declining
7	First Hispanic Mission	1105 N Madison St Athens, AL 35611	5.08 mi	31	Growing
8	Athens First	201 E Hobbs St Athens, AL 35611	5.20 mi	780	Plateauing
9	First Union	PO Box 931 Athens, AL 35612	5.29 mi	147	Declining
10	Southside	740 Roy Long Road E Athens, AL 35611	5.92 mi	133	Plateauing
11	Tanner First	PO Box 547 Tanner, AL 35671	6.91 mi	219	Plateauing
12	Lindsay Lane	1300 Lindsay Ln S Athens, AL 35613	7.00 mi	721	Plateauing
13	Elkton Road	19470 Elkton Rd Athens, AL 35614	7.15 mi	128	Declining
14	Clements	8690 US Highway 72 Athens, AL 35611	7.60 mi	371	Growing
15	Elk River	10020 Upper Snake Rd Athens, AL 35614	8.04 mi	40	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Truth	19297 Sewell Rd Athens, AL 35614	8.19 mi	170	Growing
17	Oakdale	16136 Al Highway 251 Athens, AL 35613	8.49 mi	90	Declining
18	East Highland	23315 Nick Davis Rd Athens, AL 35613	8.52 mi	83	Growing
19	Flower Hill	14018 County Road 400 Hillsboro, AL 35643	9.63 mi	33	Plateauing
20	Elkmont	PO Box 186 Elkmont, AL 35620	10.11 mi	106	Declining
21	Salem Springs	28320 Al Highway 99 Elkmont, AL 35620	10.43 mi	181	Declining
22	New Hope	13110 Mooresville Rd Athens, AL 35613	10.43 mi	104	Growing
23	Fish Pond	1451 Co Rd 437 Hillsboro, AL 35643	10.90 mi	31	Declining
24	Sardis Springs	18310 Al Highway 251 Athens, AL 35613	11.01 mi	420	Plateauing
25	Midway	26575 US Highway 72 Athens, AL 35613	11.44 mi	113	Growing
26	Cherry Grove	6530 Cherry Grove Rd Athens, AL 35614	12.27 mi	63	Growing
27	Elkwood	27560 Sleepy Hollow Rd Elkmont, AL 35620	12.47 mi	35	Declining
28	Decatur First	PO Box 1667 Decatur, AL 35602	12.57 mi	832	Growing
29	Fairview	27550 Nick Davis Rd Athens, AL 35613	12.71 mi	133	Growing
30	Hillsboro	PO Box 186 Hillsboro, AL 35643	12.90 mi	117	Declining



# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
31	Central	PO Box 2024 Decatur, AL 35602	13.23 mi	1,034	Declining
32	Enon	33130 Al Highway 99 Anderson, AL 35610	13.26 mi	63	Growing
33	Trinity	1281 Old Highway 24 Trinity, AL 35673	13.46 mi	482	Plateauing
34	Rogersville First	222 College Street Rogersville, AL 35652	13.57 mi	242	Growing
35	Sixteenth Avenue	515 16th Ave SE Decatur, AL 35601	13.71 mi	83	Declining
36	Fifth Avenue	PO Box 1531 Decatur, AL 35602	13.77 mi	61	Declining
37	New Bethel	27515 New Bethel Rd Elkmont, AL 35620	13.92 mi	97	Growing
38	Chapel	PO Box 841 Decatur, AL 35602	14.03 mi	136	Declining
39	Wheeler Grove	12561 AL Highway 20 Hillsboro, AL 35643	14.13 mi	40	Plateauing
40	Central Park	2020 Westmead St SW Decatur, AL 35601	14.17 mi	340	Declining
41	Southside	709 9th St SE Decatur, AL 35601	14.27 mi	311	Declining
42	Belmor	P O Box 129 Belle Mina, AL 35615	14.33 mi	86	Growing
43	Westmeade	2030 Beltline RD SW Decatur, AL 35601	14.43 mi	512	Plateauing
44	Pleasant Grove	26000 Thach Rd Athens, AL 35613	14.55 mi	53	Declining
45	Agape	821 Tammy St SW Decatur, AL 35603	14.59 mi	0	Plateauing



6 Wateroak Court  
North Augusta, SC 29841

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

In Partnership with:



Alabama Baptist Convention  
**State Board of Missions**

*This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.*

#### CONTACT US:

Email: [cwatke@iicm.net](mailto:cwatke@iicm.net)

Office: 803-279-5828

Web: [www.iicm.net](http://www.iicm.net)

[www.apept.org](http://www.apept.org)

[www.missionalcoach.org](http://www.missionalcoach.org)

[www.missionalcontext.org](http://www.missionalcontext.org)

[www.missionalcorps.org](http://www.missionalcorps.org)

[www.missionalcyclopedia.org](http://www.missionalcyclopedia.org)

[www.missionalzipcode.org](http://www.missionalzipcode.org)

[www.missionalpartners.org](http://www.missionalpartners.org)