

# MissionSite

top unreached locations



HUNTSVILLE, AL

CENSUS TRACT: 01089002721

REGION: Northern Region

ASSOCIATION: Madison

DISTRICT: 01: Central Mountain District

COUNTY: Madison

SITESCAPE: Townscape

DENSITY PATTERN: K



Alabama Baptist Convention  
State Board of Missions



In partnership with the:



**Intercultural Institute**  
*for Contextual Ministry*

# MissionSite (TM) Table of Contents

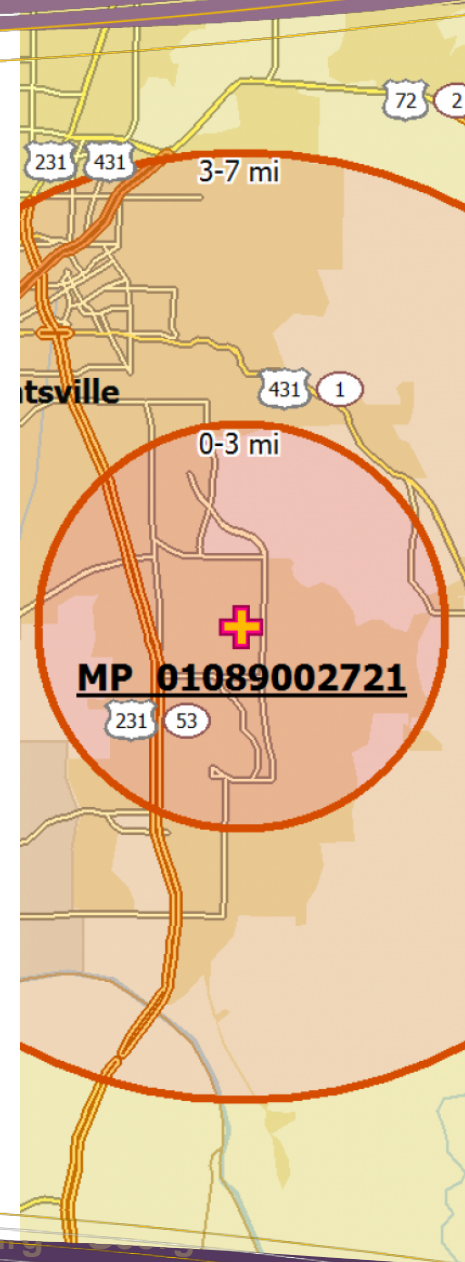
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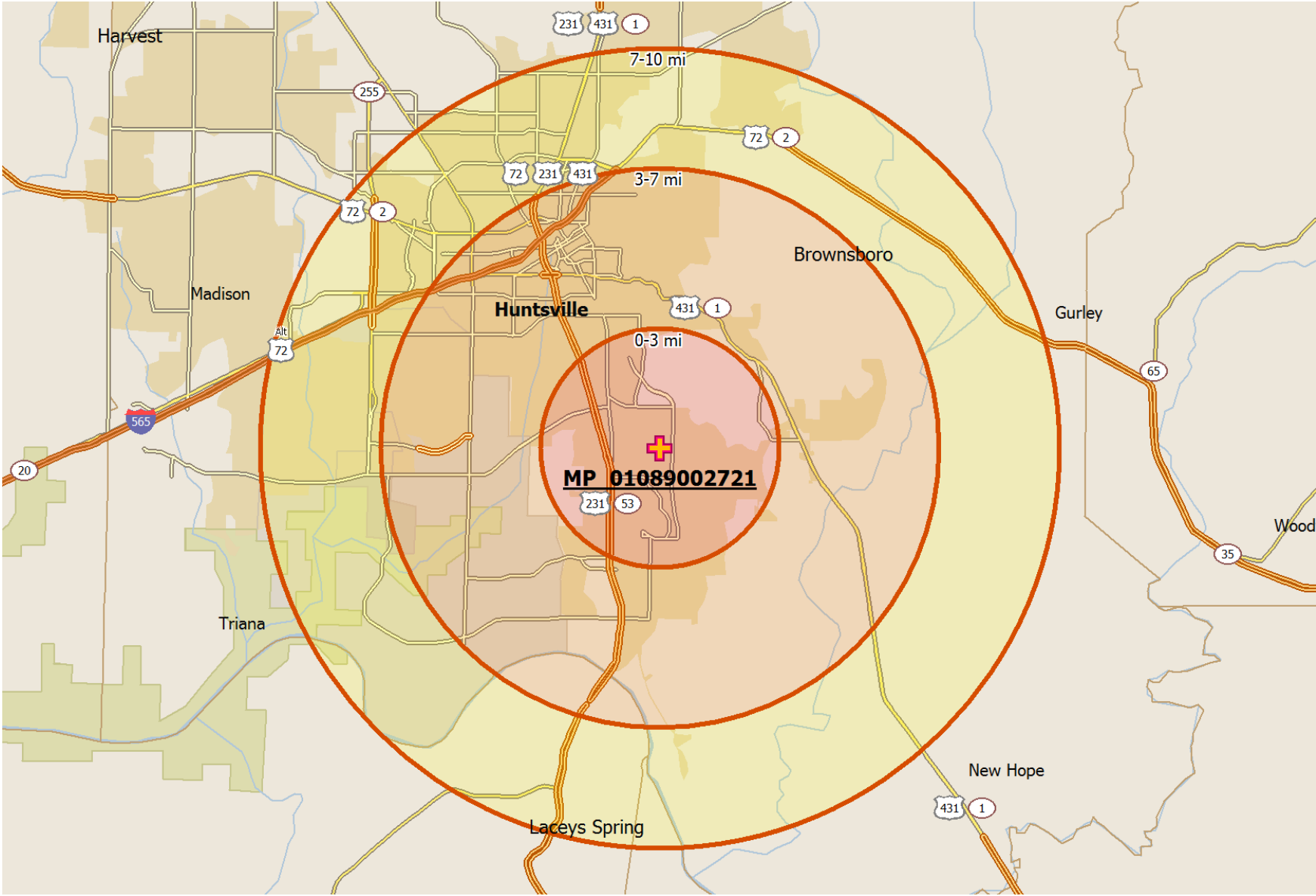
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35802	Madison
6	Sitescape Category	2	Townscape
7	Sitescape Group	2.2	Medium Towns
8	Sitescape Subgroup	2.25	Medium towns adjacent to a large town
9	Sitescape Density Pattern	K	50000-100000-100000



# Site Location Summary - Map of the Site Location





# Site Location Summary - Urbanicity

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

	RURAL / URBAN	CODE	EXPLANATION
1	Metro or Non-Metro	1	Metro
2	Urban Influence	2	Small-in a metro area with fewer than 1 million residents
3	Rural / Urban Continuum	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	12	City: Midsize: Territory inside an urbanized area and inside a principal city with population less than 250,000 and greater than or equal to 100,000.
6	IICM RUCA Values Index	100	Metropolitan core commuting: No additional code
7	ERS RUCA Commuting Value	1	Metropolitan area core: primary flow within an urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas



# Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	39,039	71,433	63,538
2010 Households	16,535	29,948	25,632
2010 Group Quarters Population	170	2,500	3,369

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	45	38	38
Language Diversity National Index	33	29	30
Foreign Born Diversity National Index	76	87	87
Ancestry Diversity National Index	86	44	10
Racial Diversity National Index	29	50	70

# 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	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False



# Site Location Summary - Social Environment

The MOSAIC USA lifestyle segmentation system was created by Experian, a global company based in the UK. This segmentation system has the US population subdivided into 60 lifestyle segments and 12 social groups. IICM has built upon this by creating a typology of six social environments of which each segment and social group is a part. The chart below gives the number of households that are in the 0-3 mile band that are in each of the six social environment. The households in each environment share a common situation that produces shared cultural practices, values and spiritual issues. For an explanation of these community cultures, please consult the corresponding articles at [MissionalCyclopedia.org](http://MissionalCyclopedia.org).

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	11,659	70.51%
Mainstay Communities	Established, Diverse Households	1,977	11.96%
Working Communities	Blue-collar, Working Families	603	3.65%
Country Communities	Rural, Agri. & Mining Families	101	0.61%
Aspiring Communities	Young Singles / Aspiring-Multihousing	751	4.54%
Urban Communities	High Density, Inner-city Neighborhoods	1,445	8.74%

# 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	90,812	11,549	12.72%
Unreached %	68.91%	69.85%	101.36
Religious But NOT Evangelical HH	24,922	2,842	11.4%
Religious But NOT Evangelical %	18.91%	17.19%	90.89
Spiritual But NOT Relig or Evang HH	13,277	1,855	13.97%
Spiritual But NOT Relig or Evang %	10.07%	11.22%	111.37
Not Evangelical, Not Interested HH	52,881	6,852	12.96%
Not Evangelical, Not Interested %	40.13%	41.44%	103.27



# 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	92	6	6.52%
Active ALSBOM Attenders	18,746	3,672	19.59%
Active Evangelical Households	26,971	3,283	12.17%
Active Evangelical Percent	20.47%	19.85%	97.01
Inactive Evangelical Households	13,997	1,704	12.17%
Inactive Evangelical Percent	10.62%	10.30%	97
# New Churches Needed	0	2	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	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1 Life's Journey	0.44 mi	0	Plateauing	16 Huntsville First	5.32 mi	1,235	Plateauing
2 Weatherly Heights	0.69 mi	259	Plateauing	17 Central	5.43 mi	58	Declining
3 Willowbrook	1.25 mi	1,396	Growing	18 Mountain View	5.44 mi	102	Declining
4 Hillwood	1.74 mi	330	Declining	19 Monte Sano	6.00 mi	52	Plateauing
5 Whitesburg	2.06 mi	1,506	Growing	20 Westlawn	6.29 mi	124	Plateauing
6 New Salem	2.99 mi	181	Growing	21 Five Points	6.40 mi	68	Declining
7 The Church at Hampton Cove	3.44 mi	206	Growing	22 Meadow Drive	6.66 mi	20	Declining
8 Farley Community	3.60 mi	238	Growing	23 East Huntsville	6.73 mi	50	Growing
9 Huntsville (Korean)	3.84 mi	153	Growing	24 Jackson Way	6.89 mi	366	Plateauing
10 Morningside	3.84 mi	93	Plateauing	25 Owens Cross Roads	7.08 mi	43	Growing
11 Korean First	4.45 mi	75	Plateauing	26 Legacy	7.10 mi	0	NoData
12 Southside	4.79 mi	768	Declining	27 Sweetwater Fellowship	7.10 mi	37	Growing
13 Hillsboro Heights	5.26 mi	167	Plateauing	28 Third Baptist	7.16 mi	58	Declining
14 Lao/Thai Mission	5.26 mi	44	Declining	29 Oak Park	7.20 mi	132	Growing
15 Huntsville Park	5.29 mi	159	Plateauing	30 University	7.20 mi	442	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*

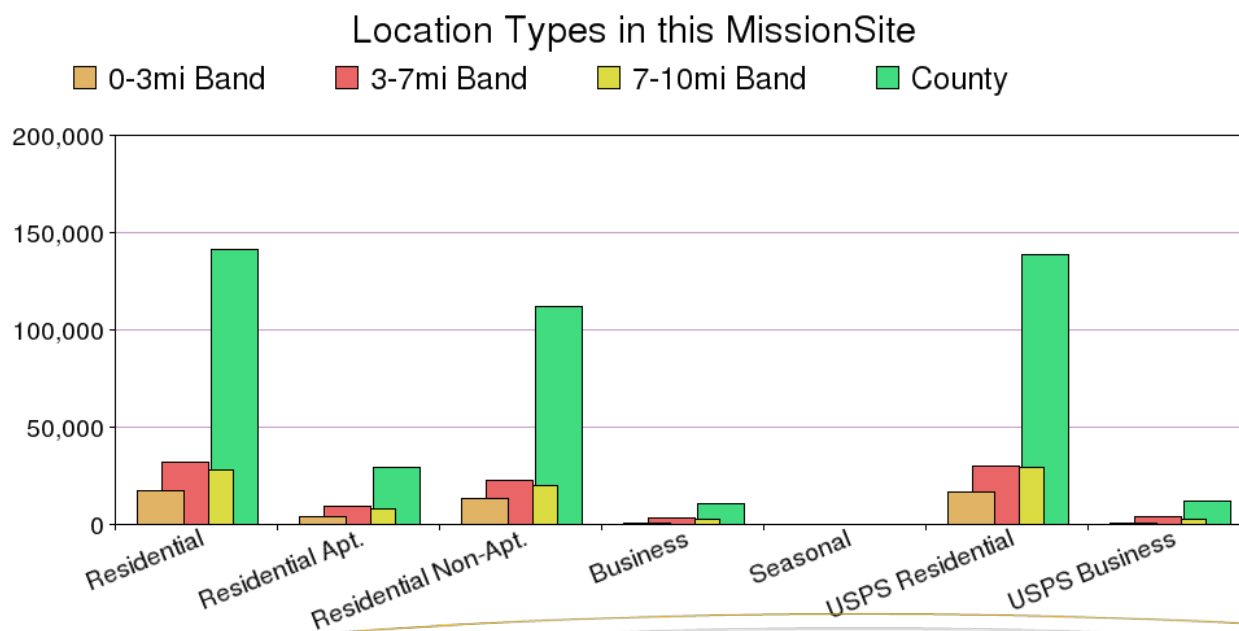
1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning 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

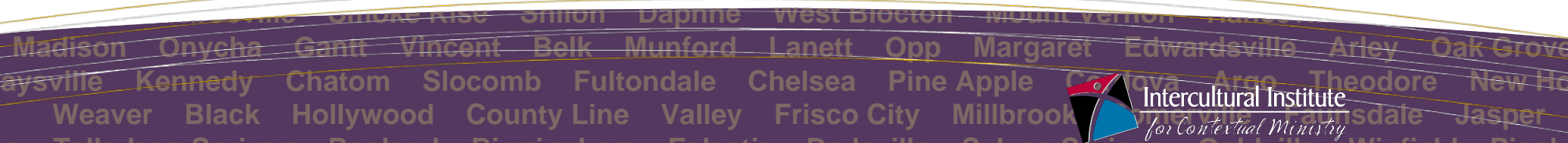
The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 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	238,912	39,224	16.42%
2000 Population	276,700	37,309	13.48%
2010 Population	334,713	39,039	11.66%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,210	15,065	16.52%
2000 Households	109,955	15,826	14.39%
2010 Households	131,781	16,535	12.55%



Location Type	0-3mi Band
Residential	17,062
Residential Apt.	3,883
Residential Non-Apt.	13,179
Business	880
Seasonal	0
USPS Residential	16,840
USPS Business	779



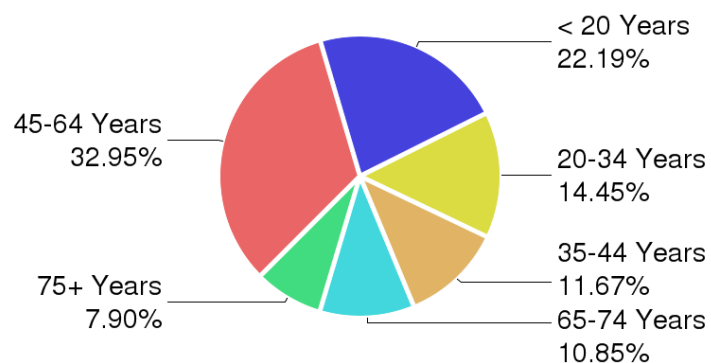
# Current Demographic Summary

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	5.34%	3.5%	65.54
4-5 Years	2.57%	1.83%	71.21
6-8 Years	3.8%	3.1%	81.58
9-11 Years	3.87%	3.52%	90.96
12-13 Years	2.62%	2.68%	102.29
14-17 Years	5.51%	4.96%	90.02
18-19 Years	2.84%	2.59%	91.2
0-5 Years	7.9%	5.33%	67.47
6-12 Years	8.98%	7.93%	88.31
13-19 Years	9.66%	8.93%	92.44
< 20 Years	26.54%	22.19%	83.61
20-34 Years	20.42%	14.45%	70.76
35-44 Years	13.01%	11.67%	89.7
45-64 Years	26.8%	32.96%	122.99
65-74 Years	7.3%	10.85%	148.63
75+ Years	5.92%	7.9%	133.45
Median Age	37	48	127.31
Median Age (Male)	36	47	128.34
Median Age (Female)	39	48	125.43

Age Group Percentages



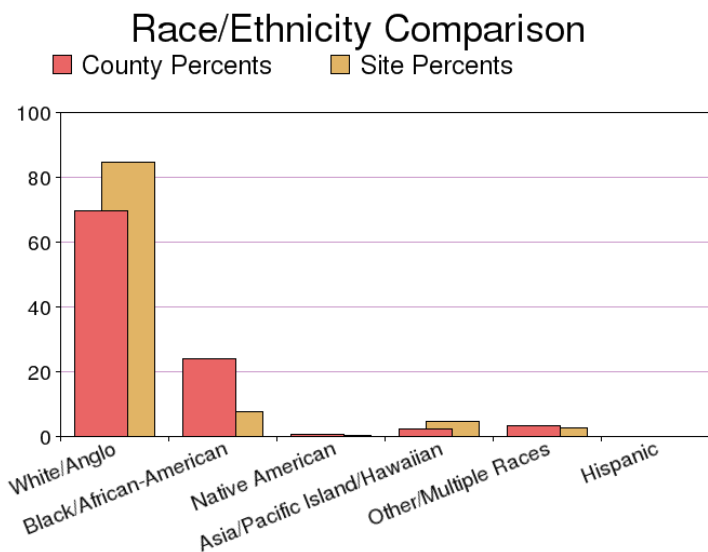


# Current Demographic Summary

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	69.59%	84.65%	121.64
Black, African-American	24.05%	7.59%	31.55
Native American	0.65%	0.46%	70.92
Asian	2.37%	4.52%	190.65
Pacific Island, Hawaiian	0.06%	0.02%	26.93
Other/Multiple Races	3.28%	2.76%	84.08
Hispanic	0%	3.03%	0



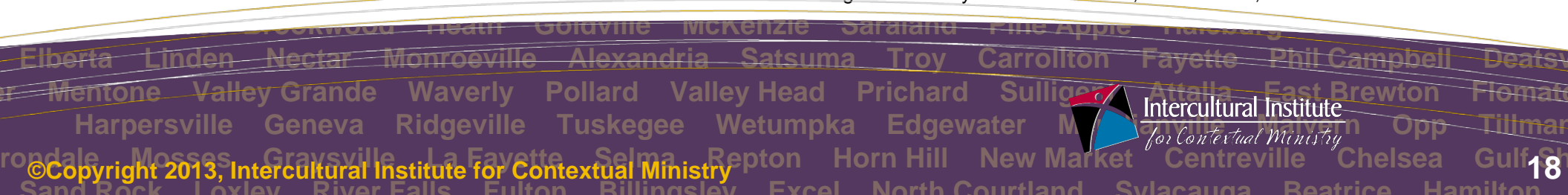
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	28,421	
Less than 9th Grade	3.83%	1.01%	378.1
No High School Diploma	7.94%	3.11%	255.54
High School Graduate	23.15%	16.28%	142.19
Some College, no degree	20.19%	19.21%	105.1
Associate Degree	6.53%	5.52%	118.3
College Degree	25.17%	34.9%	72.12
Graduate/Prof. degree	13.18%	19.96%	66.03

# 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	6.33%	2.43%	45.13
\$10,000 to \$19,999	10.05%	6.4%	63.68
\$20,000 to \$29,999	10.7%	7.46%	69.75
\$30,000 to \$49,999	18.71%	14.96%	79.92
\$50,000 to \$59,999	8.06%	8.31%	103.13
\$60,000 to \$69,999	7.33%	7.98%	108.85
\$70,000 to \$79,999	6.34%	7.55%	119.21
\$80,000 to \$89,999	5.13%	6.42%	125
\$90,000 to \$99,999	3.81%	5.01%	131.35
\$100,000 to \$124,999	9.62%	13.06%	135.76
\$125,000 to \$149,999	5.31%	7.57%	142.59
\$150,000 to \$199,999	5.53%	8.4%	151.92
\$200,000 to \$249,999	1.39%	2.26%	162.8
\$250,000 or more	1.69%	2.21%	130.33
Median Household	55,208	75,319	136.43
Average Household	73,838	95,648	129.54
Per Capita Household	29,765	40,517	136.12
Family/Non-Family Household Income			
Median Family Income	70,258	93,566	133.17
Average Family Income	88,537	108,701	122.77
Median Non-Family Income	32,776	44,432	135.56
Average Non-Family Income	45,483	59,608	131.06

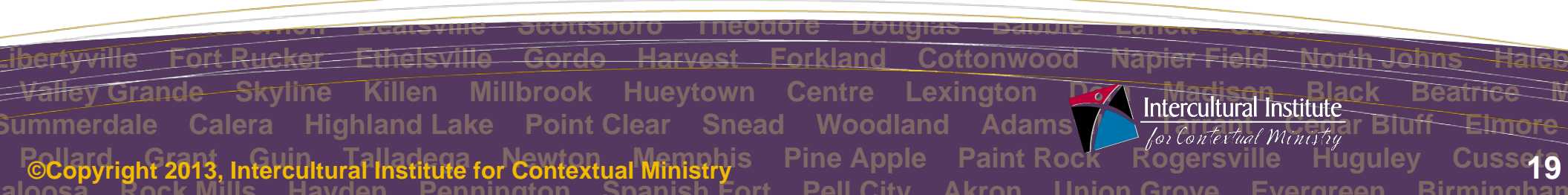


# Current Demographic Summary

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	65.86%	65.62%	99.63
Families with Children	31.51%	26.3%	83.47
Families without Children	34.35%	39.32%	114.46
Non-Family Households			
% Non-Family Households	34.14%	34.38%	100.71
Non-Families with Children	0.34	0.18	53.61
Non-Families without Children	33.8	34.2	101.18
Housing Units			Index
Total Housing Units	147,407	18,014	
Vacant percent	10.6%	8.21%	77.45
Owned percent	62.98%	67.55%	107.25%
Rented Percent	26.42%	24.24%	91.76
Households by Size			Index
Avg household size	2.48	2.35	94.76
Avg family hh size	3.15	3.00	95.24
Avg non-family hh size	1.19	1.12	94.12
Households By Count of Persons			Percent
One	38,867	5,107	13.14%
Two	40,118	5,732	14.29%
Three or Four	41,415	4,549	10.98%
Five+	11,381	1,147	10.08%



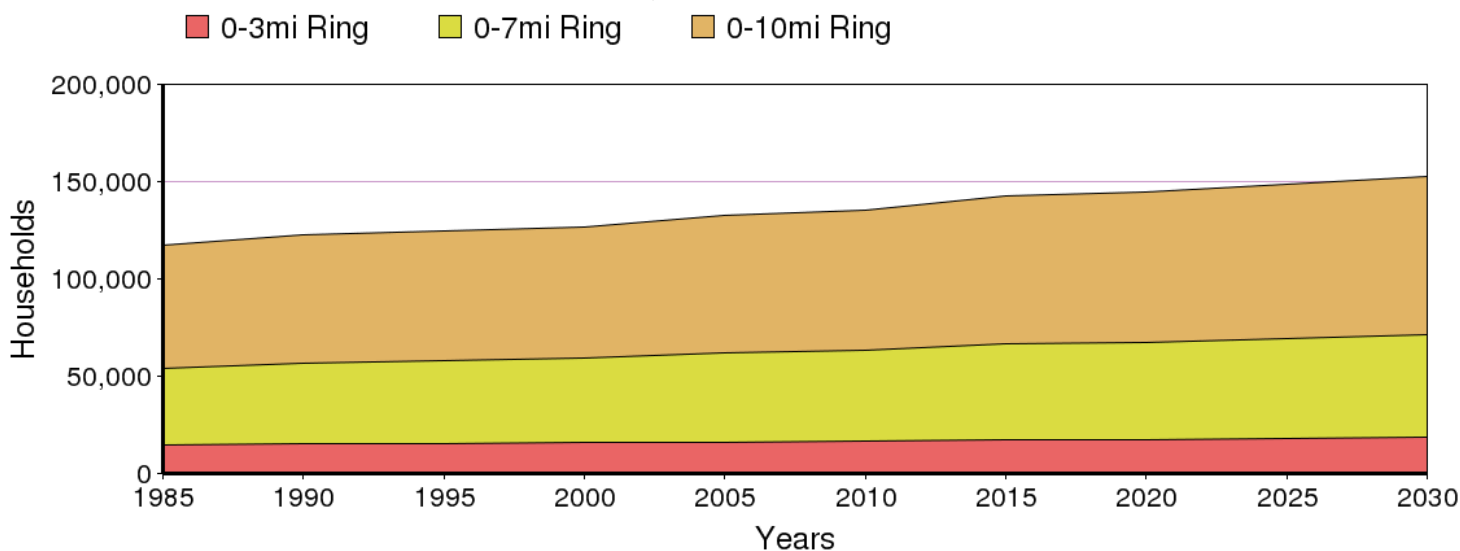
# Projected Demographic Summary

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	238,912	39,224	16.42%
2000 Population	276,700	37,309	13.48%
2010 Population	334,713	39,039	11.66%
2015 Population	369,521	40,873	11.06%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,210	15,065	16.52%
2000 Households	109,955	15,826	14.39%
2010 Households	131,781	16,535	12.55%
2015 Households	145,733	17,325	11.89%

Household Change from 1985 to 2030





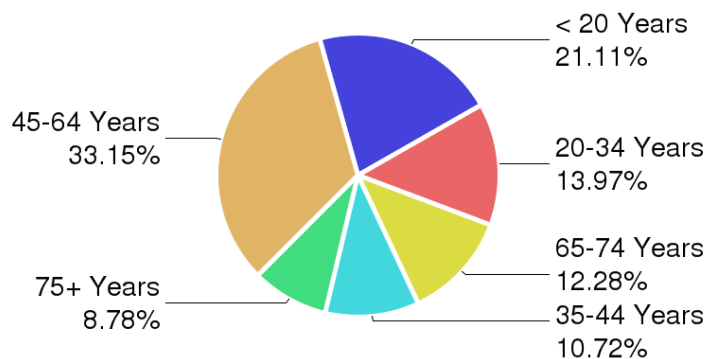
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	3.5%	3.65%	104.29
4-5 Years	1.83%	1.87%	102.19
6-8 Years	3.1%	3.07%	99.03
9-11 Years	3.52%	3.35%	95.17
12-13 Years	2.68%	2.47%	92.16
14-17 Years	4.96%	4.49%	90.52
18-19 Years	2.59%	2.2%	84.94
0-5 Years	5.33%	5.53%	103.75
6-12 Years	7.93%	7.62%	96.09
13-19 Years	8.93%	7.96%	89.14
< 20 Years	22.19%	21.11%	95.13
20-34 Years	14.45%	13.97%	96.68
35-44 Years	11.67%	10.72%	91.86
45-64 Years	32.96%	33.15%	100.58
65-74 Years	10.85%	12.28%	113.18
75+ Years	7.9%	8.78%	111.14
Median Age	37	50	132.52
Median Age (Male)	36	48	133.77
Median Age (Female)	39	50	130.29

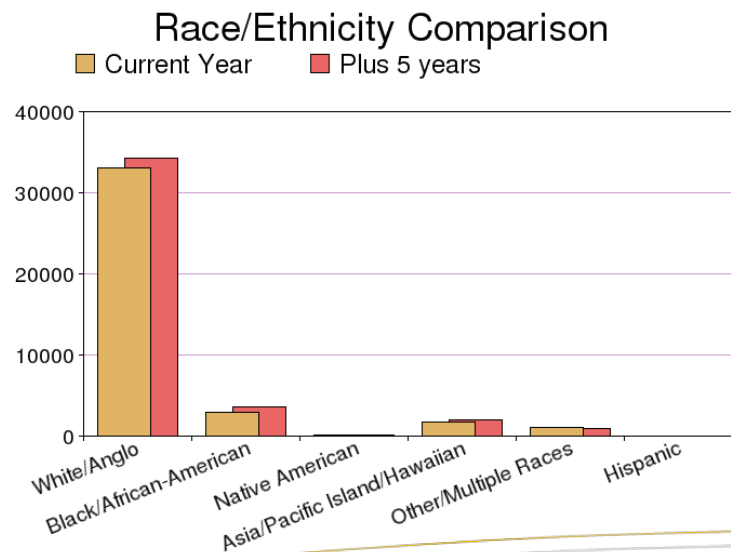
Projected Age Group Percentages



# 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
<b>Race/Ethnicity</b>			
White, Anglo	84.65%	83.72%	98.89
Black, African-American	7.59%	8.77%	115.6
Native American	0.46%	0.44%	96.05
Asian	4.52%	4.84%	107.09
Pacific Island, Hawaiian	0.02%	0.03%	175.11
Other/Multiple Races	2.76%	2.2%	79.74
Hispanic	0%	0%	0

<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	28,421	30,310	
Less than 9th Grade	1.01%	0.99%	98
No High School Diploma	3.11%	2.83%	91.22
High School Graduate	16.28%	16.68%	102.42
Some College, no degree	19.21%	17.76%	92.43
Associate Degree	5.52%	5.63%	101.96
College Degree	34.9%	35.55%	101.86
Graduate/Prof. degree	19.96%	20.56%	102.99

# 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.

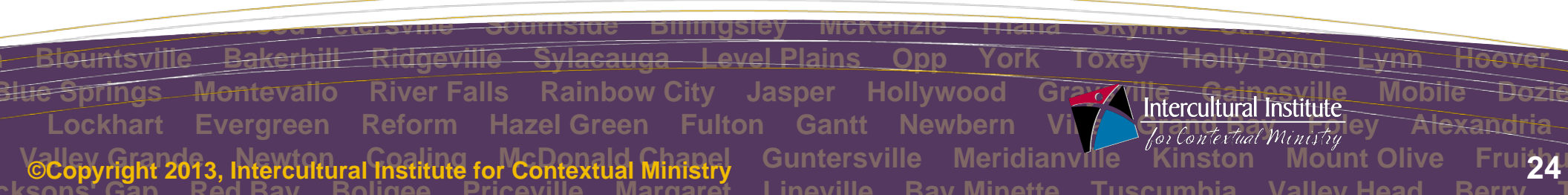
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	2.43%	2.21%	91.16
\$10,000 to \$19,999	6.4%	6.05%	94.63
\$20,000 to \$29,999	7.46%	6.99%	93.66
\$30,000 to \$49,999	14.96%	13.8%	92.28
\$50,000 to \$59,999	8.31%	7.94%	95.58
\$60,000 to \$69,999	7.98%	7.6%	95.15
\$70,000 to \$79,999	7.55%	7.29%	95.36
\$80,000 to \$89,999	6.42%	6.38%	97.87
\$90,000 to \$99,999	5.01%	4.88%	97.51
\$100,000 to \$249,999	13.06%	13.99%	107.15
\$125,000 to \$149,999	7.57%	8.34%	110.15
\$150,000 to \$199,999	8.4%	9.6%	114.27
\$200,000 to \$249,999	2.26%	2.45%	108.75
\$250,000 or more	2.21%	2.38%	107.73
Median Household	75,319	79,591	105.67
Average Household	95,648	102,694	107.37
Per Capita Household	40,517	43,535	107.45
<b>Family/Non-Family Household Income</b>			
Median Family Income	93,566	99,580	106.43
Average Family Income	108,701	118,562	109.07
Median Non-Family Income	44,432	47,831	107.65
Average Non-Family Income	59,608	62,723	105.23



# 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	65.62%	64.26%	97.93
Families with Children	26.3	24.73	94.04
Families without Children	39.32	39.16	99.59
<b>Non-Family Households</b>			
% Non-Family Households	34.38%	35.74%	103.95
Non-Families with Children	0.18	0.16	103.95
Non-Families without Children	34.2	35.58	104.03
<b>Housing Units</b>			
Total Housing Units	18,014	18,909	104.97%
Vacant percent	8.21%	8.38%	102.03
Owned percent	67.55%	67.45%	99.85
Rented Percent	24.24%	24.17%	99.72
<b>Households by Size</b>			
Avg household size	2.35	2.35	100%
Avg family hh size	3.00	3.05	101.67%
Avg non-family hh size	1.12	1.09	97.32%
<b>Households By Count of Persons</b>			
One	5,107	5,562	108.91%
Two	5,732	5,776	100.77%
Three or Four	4,549	4,725	103.87%
Five+	1,147	1,262	110.03%





# 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	2,205	2,340	2,882
Northern Europe	121	188	124
Western Europe	367	302	370
Southern Europe	107	22	7
Eastern Europe	163	89	85
Other Europe	0	5	0
Eastern Asia	469	320	264
So. Central Asia	387	371	190
SE Asia	58	101	153
Western Asia	26	90	75
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	6	51	57
Middle Africa	0	0	43
Northern Africa	0	5	40
Southern Africa	0	7	47
Western Africa	32	27	206
Other Africa	6	14	15
Oceania	25	1	5
Caribbean	60	133	573
Central Amer.	257	430	328
South America	60	75	8
North America	61	109	292
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.

<b>SPOKEN AT HOME</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
English only	38,291	51,044	51,614
Spanish	668	1,468	1,329
Other Indo-Euro language	1,208	1,015	1,105
French (incl. Patois, Cajun)	133	286	353
French Creole	21	11	26
Italian	91	24	0
Portuguese	4	0	0
German	390	355	410
Yiddish	0	0	4
Other West Germanic	31	43	13
A Scandinavian Language	1	15	13
Greek	57	23	7
Russian	118	34	65
Polish	64	18	11
Serbo-Croatian	0	0	0
Other Slavic Language	3	11	0
Armenian	0	0	17
Persian	33	43	76
Gujarathi	38	16	0
Hindi	46	42	0
Urdu	12	7	34

<b>SPOKEN AT HOME</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Other Indo-Euro	49	9	46
Asian/PI languages	0	0	0
Chinese	190	120	161
Japanese	97	17	116
Korean	197	152	56
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	25	5	4
Laotian	0	11	43
Vietnamese	22	53	65
Other Asian	166	153	75
Tagalog	14	19	21
Other Pacific Is	0	15	24
Other languages	95	208	283
Navajo	0	9	0
Other Native N. American	0	29	18
Hungarian	7	37	0
Arabic	38	58	50
Hebrew	0	10	13
African languages	45	62	192
Other unspecified	5	3	10

# 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	34,439	43,321	46,021
Arab	80	146	90
Armenian	51	10	17
Austrian	130	54	36
British	350	370	254
Canadian	60	29	61
Croatian	24	5	11
Czech	53	50	57
Czechoslovak	56	48	37
Danish	95	69	37
Dutch	291	358	260
English	5,871	5,174	2,789
European	684	561	404
Finnish	36	43	31
French (not Basque)	832	733	462
French Canadian	246	199	121
German	4,335	3,711	2,599
Greek	119	85	40
Hungarian	126	97	41
Iranian	54	65	93

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,926	3,431	2,576
Italian	1,131	774	419
Lithuanian	81	13	17
Norwegian	355	245	117
Polish	488	387	257
Portuguese	25	23	9
Romanian	62	14	83
Russian	126	120	105
Scandinavian	64	70	5
Scotch-Irish	1,786	1,506	814
Scottish	1,043	966	504
Slovak	16	21	16
Subsaharan African	68	229	740
Swedish	238	160	59
Swiss	119	18	25
Ukrainian	82	14	22
US/American	6,270	8,041	6,346
Welsh	210	182	97
West Indian	50	175	710
Yugoslavian	31	2	33
Other	5,773	15,122	25,627



# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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





# Using the Demographic Indicators

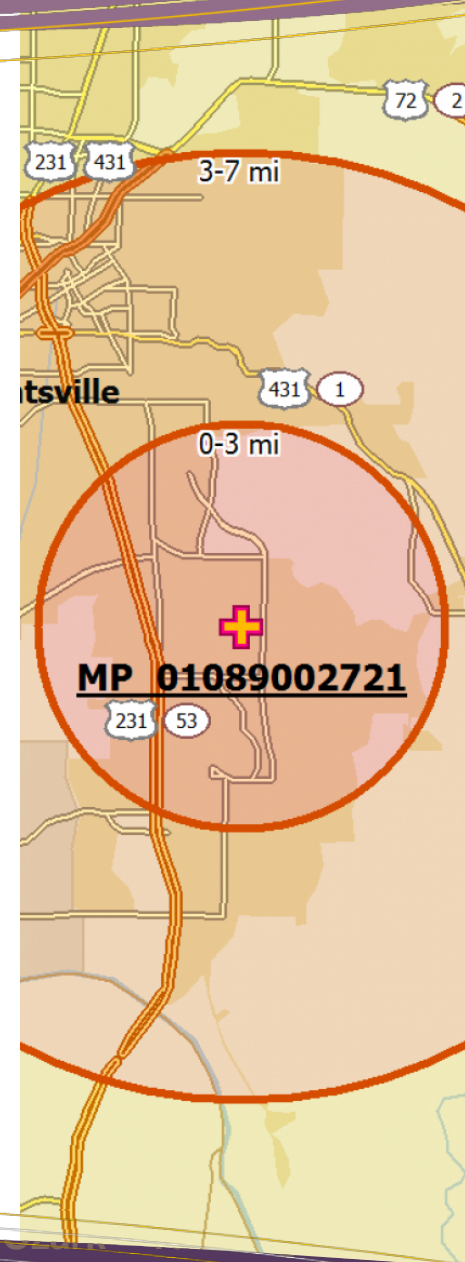
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

This section of your MissionSite report provides one view of the number of households in your area that have not been reached with the gospel. To obtain a full Evangeliscape report of your area you will want to purchase a TRIBALDEX report at [MissionalContext.org](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 HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
<b>AFFLUENT SUBURBIA</b>	4,672	28.26%	3,310	28.66%
America's Wealthiest	612	3.7%	491	4.25%
Dream Weavers	286	1.73%	205	1.77%
White Collar Suburbia	313	1.89%	255	2.21%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	1,739	10.52%	1,167	10.1%
Small Town Success	1,694	10.24%	1,173	10.16%
New Suburbia Fam.	28	0.17%	19	0.16%
<b>UPSCALE AMERICA</b>	6,987	42.26%	4,722	40.88%
Status Conscious Consumers	403	2.44%	283	2.45%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	6,347	38.39%	4,261	36.89%
Solid Suburban Mix	25	0.15%	19	0.16%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	212	1.28%	159	1.38%
<b>SM TWN SUCCESS</b>	577	3.49%	382	3.31%
2nd City Homebodies	90	0.54%	64	0.55%
Prime Middle America	453	2.74%	295	2.55%
Urban Optimists	20	0.12%	14	0.12%
Family Convenience	10	0.06%	6	0.05%
Mid-Market Enterprise	4	0.02%	3	0.03%



# 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	16,535	100%	11,550	100%
<b>BLUE COLLAR BACKBONE</b>	418	2.53%	254	2.2%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	394	2.38%	238	2.06%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	24	0.15%	16	0.14%
<b>AMER. DIVERSITY</b>	1,400	8.47%	1,006	8.71%
Ethnic Urban Mix	50	0.3%	35	0.3%
Urban Blues	20	0.12%	13	0.11%
Professional Urbanites	1,281	7.75%	926	8.02%
Urban Advancement	24	0.15%	16	0.14%
Amer. Great Outdoors	25	0.15%	16	0.14%
Mature America	0	0%	0	0%
<b>METRO FRINGE</b>	185	1.12%	129	1.12%
Steadfast Conservative	93	0.56%	64	0.55%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	92	0.56%	65	0.56%
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	16,535	100%	11,550	100%
<b>REMOTE AMERICA</b>	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	751	4.54%	583	5.05%
Young Cosmopolitans	659	3.99%	516	4.47%
Minority Metro Communities	47	0.28%	35	0.3%
Stable Careers	45	0.27%	32	0.28%
Aspiring Hispania	0	0%	0	0%
<b>RURAL VILLAGES &amp; FARMS</b>	101	0.61%	62	0.54%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	99	0.6%	61	0.53%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	2	0.01%	1	0.01%



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	16,535	100%	11,550	100%
<b>STRUGGLING SOCIETIES</b>	464	2.81%	385	3.33%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	464	2.81%	385	3.33%
New Beginnings	0	0%	0	0%
<b>URBAN ESSENCE</b>	981	5.93%	717	6.21%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	209	1.26%	146	1.26%
Urban Diversity	132	0.8%	95	0.82%
New Generation Activists	133	0.8%	90	0.78%
Getting By	507	3.07%	386	3.34%
<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?



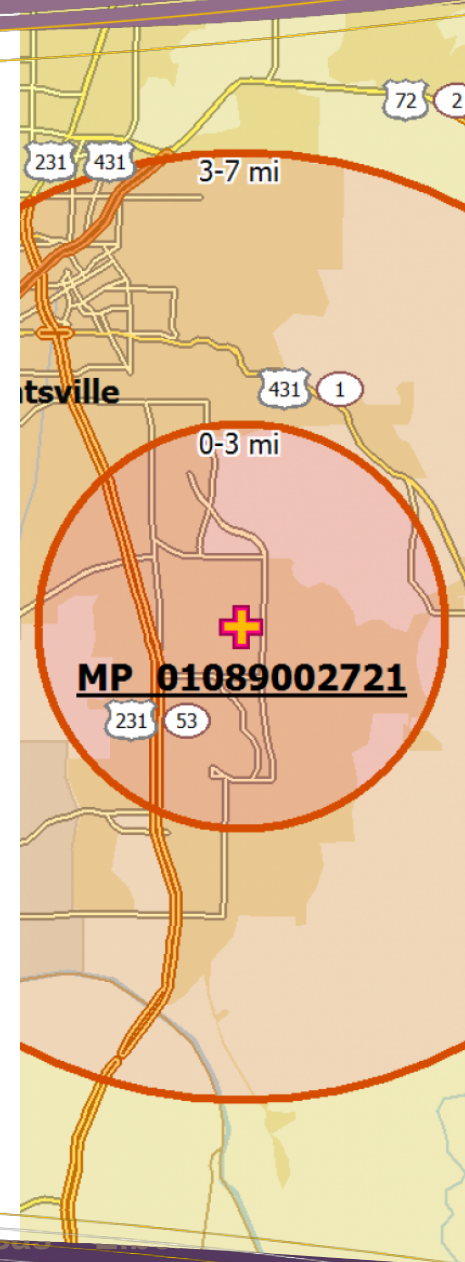
## Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	83%	79%	75%
Use Comp. for Internet/E-mail	70%	64%	58%
Internet Use: E-Mail	61%	55%	50%
Use Comp. for Word Processing	50%	45%	40%
Use Comp. for Shopping	44%	40%	35%
Use Comp. for Comp. Games	44%	41%	38%
Use Comp. for Digital Camera	41%	37%	33%
Photo Editing			
Use Comp. for Banking	39%	36%	32%
Internet Use: News/ Weather	36%	32%	28%
Use Comp. for Education	36%	35%	32%

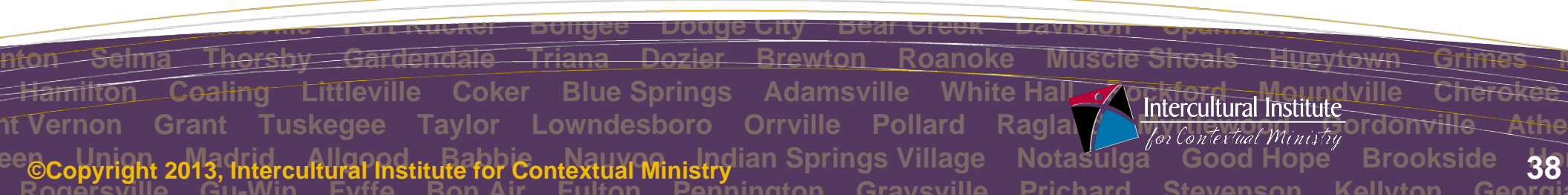
BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	34%	32%	30%
Internet Use: Banking	32%	29%	26%
Use Comp. for News/Info./Data	32%	28%	25%
Service			
PC-Network-HH Has One	26%	22%	20%
Use Comp. for Personal Financial	21%	18%	16%
Mngmnt			
Use Comp. for Accounting	20%	17%	15%
Internet Use: Shopping: Gathered	19%	17%	15%
Info. for Shopping			
Use Comp. for Filing/DB Mngmnt	18%	15%	14%
Internet Use: Research/ Education	16%	14%	13%
Internet Use: Shopping: Made A	15%	14%	12%
Purchase			

# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Listening To Music	71%	69%	69%
Dining Out (Not Fast Food)	67%	61%	57%
Reading Books	60%	58%	55%
Go To A Beach/Lake	44%	40%	36%
Card Games	43%	43%	42%
Cooking for Fun	39%	38%	36%
Gardening	38%	35%	31%
Board Games	34%	33%	31%
Visit Museum	28%	24%	22%
Photography	24%	21%	20%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	68%	67%	66%
Gen./Fam. Practitioner	41%	40%	38%
Dentist	35%	31%	28%
Eye Dr.	23%	22%	21%
None Of These	21%	21%	20%
Backache	20%	21%	21%
High Cholesterol	19%	18%	17%
Hypertension/High Blood Pressure	18%	19%	19%
Any Arthritis	14%	14%	14%
Acid Reflux Disease (GERD)	14%	14%	14%





# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Concert	36.5%	32.57%	30.42%
Live Theater	30.21%	26.43%	24.13%
Live Theater Most Often	24.83%	21.42%	19.29%
Rock/Pop Concerts Most Often	20.27%	17.22%	16.14%
Dance Performance	10.81%	10.46%	10.53%
Comedy Club	10.55%	10.62%	10.77%
Movies: Comedy	41.97%	41.44%	40.95%
Movies: Action/Adventure	40.77%	40.44%	39.6%
Movies: Romantic Comedy	23.96%	22.24%	21.86%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Drama	23.82%	23.3%	23.09%
Movies: Fam.	19.84%	20.72%	20.55%
Movies: Mystery	19.03%	19.34%	19.1%
MLB Baseball Reg. Season	11.31%	9.85%	8.76%
College Football Reg. Season	9.61%	8.15%	7.03%
NFL Football Reg. Season	9.26%	8.04%	7.13%
College Basketball Reg. Season	6.42%	5.43%	4.83%
NBA Basketball Reg. Season	4.77%	4.86%	4.25%
NHL Hockey Reg. Season	4.42%	3.94%	3.3%

# 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	46.82%	43.61%	41.28%
Swimming	38.63%	35.62%	32.35%
Bowling	22.89%	22.2%	22.05%
Billiards/Pool	19.81%	18.99%	18.5%
Weight Training	19.64%	18.48%	17.03%
Golf	19.46%	16.65%	14.32%
Using Cardio Machine	18.46%	16.84%	14.91%
Jogging/Running	17.87%	16.96%	16.88%
Mountain/Road Biking	16.3%	14.54%	12.85%
Basketball	15.21%	15.19%	15.78%
Stationary Cycling	15.11%	13.99%	12.78%
Freshwater Fishing	15.06%	14.79%	15.17%
Camping Trips	14.72%	14.13%	12.68%
Aerobics	12.55%	11.55%	11.44%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	12.18%	11.07%	9.78%
Baseball	10.51%	10.62%	11.34%
Power Boating	10.33%	9%	7.67%
Football	9.22%	9.92%	10.84%
Tennis	9.04%	8.22%	7.7%
Yoga	8.56%	7.94%	7.43%
Volleyball	8.33%	8.61%	8.57%
Soccer	7.99%	7.38%	7.15%
Target Shooting	7.87%	7.75%	7.63%
Canoeing/Kayaking	7.73%	7.15%	6.23%
Softball	7.7%	7.5%	7.81%
Saltwater Fishing	7.66%	7.26%	7.11%
Hunting	7.26%	7.29%	7.02%
Motorcycling	6.06%	5.74%	5.42%

# 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
Ice Skating	5.94%	5.96%	5.5%
Snorkeling	5.93%	5.64%	5.04%
Downhill & X-Country Skiing	5.69%	5.61%	4.87%
Roller Skating	5.62%	5.61%	5.87%
Jet Skiing	5.53%	5.12%	4.68%
Horseback Riding	5.27%	4.98%	4.9%
Water Skiing	4.89%	4.57%	4.14%
Rock Climbing	4.43%	3.88%	3.66%
Fly Fishing	4.41%	4.3%	4.24%
Sailing	4.11%	3.84%	3.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Snowboarding	4.05%	3.68%	3.43%
Racquetball	4%	3.85%	4.14%
Archery	3.98%	4.03%	3.98%
Hockey	3.75%	3.55%	3.58%
Martial Arts	3.68%	3.82%	3.58%
Snowmobiling	3.52%	3.48%	3.31%
Rowing	3.14%	3%	2.74%
Surfing & Windsurfing	3.09%	2.99%	2.78%
Auto Racing	3.05%	3.18%	3.06%
Skateboarding	2.91%	3.06%	3.15%

## 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.

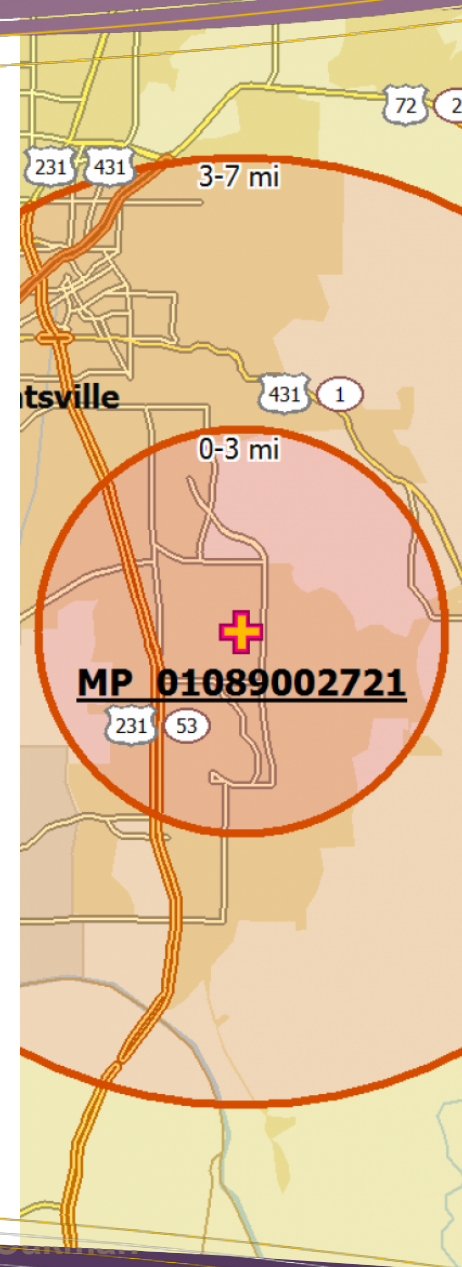
### BIBLICAL BARRIERS

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.

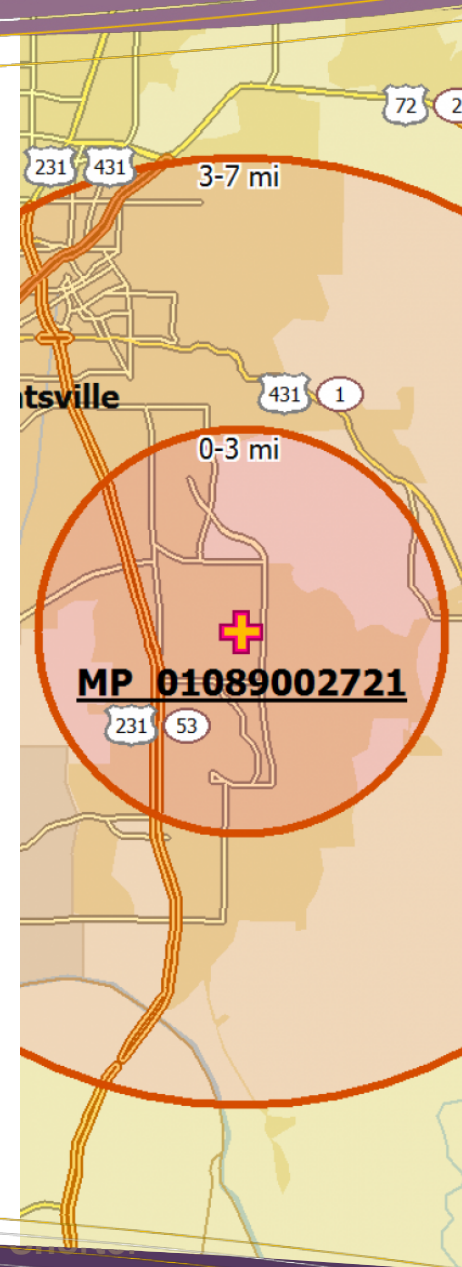
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

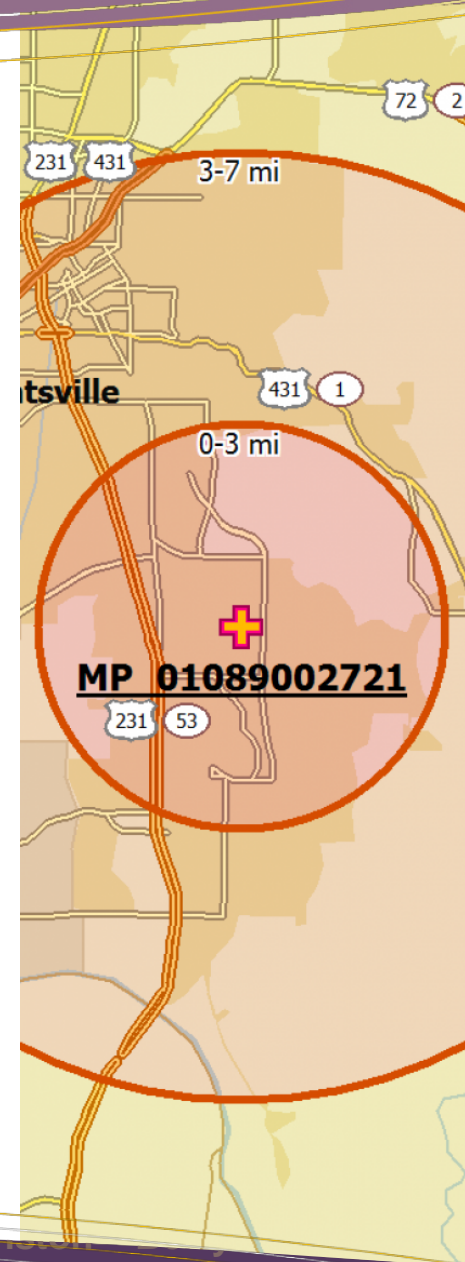
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	48%	50%	51%
Prefer To Have Few Possessions As Possible	45%	39%	35%
Find It Difficult To Say No To My Kids	39%	37%	37%
Speak My Mind Even If It Upsets People	34%	35%	36%
If Won Lottery Would Never Work Again	33%	30%	28%
Woman's Place Is In The Home	32%	32%	32%
Friends More Important Than My Fam.	31%	27%	26%
Like Control Over People And Resources	30%	31%	33%
Don't Judge People/Way They Live Life	29%	29%	29%
Like To Do Unconventional Things	27%	27%	27%
Money Is Best Measure Of Success	26%	25%	25%
Marijuana Should Be Legalized	22%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Like To Pursue Challenge/Novelty/Change	19%	18%	18%
Like to Stand Out In A Crowd	19%	20%	20%
Too Much Sponsorship In Arts/Sports	19%	22%	24%
Happy With My Standard Of Living	16%	15%	14%
I Am A Workaholic	16%	17%	20%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
We Should Strive for Equality for All	13%	14%	15%
Only Work Current Job for The Money	12%	13%	14%
On Whole People Get What They Deserve	10%	10%	11%
Indulge My Kids With The Little Extras	8%	8%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	7%	7%	8%

## 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:

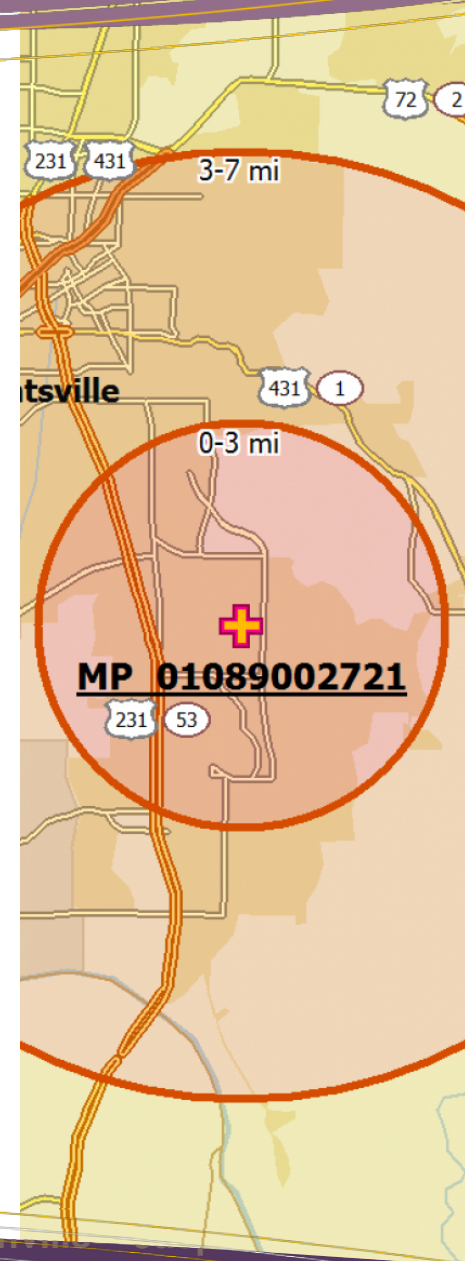
The tables below list 24 personal attitude variables related to cultural themes at this mission site. For each of the three bands-- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, 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	68%	64%	61%
You Should Seize Opportunities In Life	57%	57%	57%
Prefer To Have Few Possessions As Possible	45%	39%	35%
Like To Understand About Nature	40%	38%	39%
Important Feel Respected By My Peers	34%	34%	34%
Prefer Work Part Of Team Than Alone	32%	33%	35%
Have Keen Sense Of Adventure	28%	27%	27%
Important To Juggle Various Tasks	27%	29%	31%
Good At Fixing Things	26%	27%	28%
Like To Just Enjoy Life	25%	23%	22%
People Have To Take Me As They Find Me	25%	25%	24%
Worried About Pollution Caused By Cars	22%	21%	20%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	20%
Real Men Don't Cry	16%	16%	16%
Is An Important Part Of Who I Am	15%	15%	16%
Try Not To Worry About The Future	14%	15%	15%
Looking for New Ideas To Improve Home	14%	16%	16%
Enjoy Spending Time With My Fam.	11%	12%	12%
Provide My Kids With The Little Extras	8%	11%	14%
Feel Very Alone In The World	5%	5%	6%
Children Should Be Allowed To Express Themselves	5%	5%	6%
Like Spending Most Time With Fam.	4%	5%	5%
Would Like To Set Up Own Business	4%	4%	4%
Decor Particular Interest To Me	3%	4%	4%

## Potential Shared Places

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



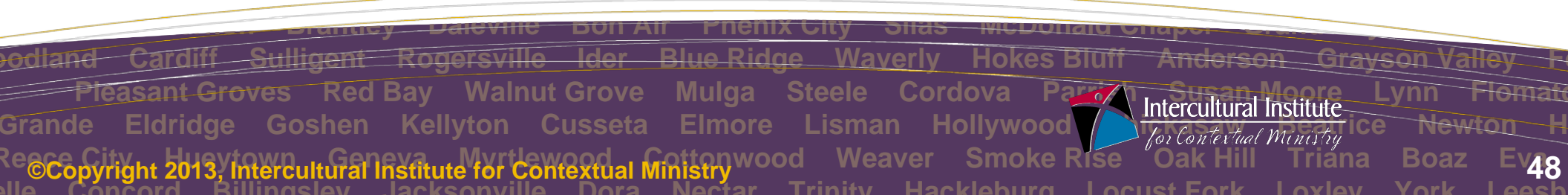


# Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	84.91%	82.1%	79.59%
Fast Food/Drive-In Restaurant-Visit Any	83.82%	84.53%	84.05%
McDonald's	54.75%	55.98%	55.12%
Burger King	33.76%	35.8%	36.87%
Applebee's	32.49%	30.73%	28.53%
Subway	30.86%	30.37%	29.42%
Wendy's	29.71%	29.74%	29.74%
Taco Bell	26.1%	27.61%	26.78%
Kentucky Fried Chicken (KFC)	23.3%	26.17%	28.17%
Olive Garden	23.12%	21.9%	21.03%
Arby's	20.93%	21.43%	20.81%
Outback Steakhouse	19.4%	17.09%	15.68%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Pizza Hut	17.41%	19.75%	20.62%
Starbucks	16.73%	14.99%	13.76%
Red Lobster	16.6%	16.97%	16.98%
Dairy Queen	16.08%	16.59%	15.76%
Chili's Grill and Bar	15.62%	15.12%	13.82%
Cracker Barrel	15.62%	14.76%	13.72%
TGI Friday's	15.11%	14.25%	14.02%
IHOP (International House Of Pancakes)	14.94%	15.23%	15.07%
Dunkin' Donuts	14.31%	12.97%	13.08%
Chick-Fil-A	13.7%	14.02%	14.12%
Panera Bread	13.13%	11.32%	9.78%
Quiznos Sub	12.66%	11.49%	10.63%



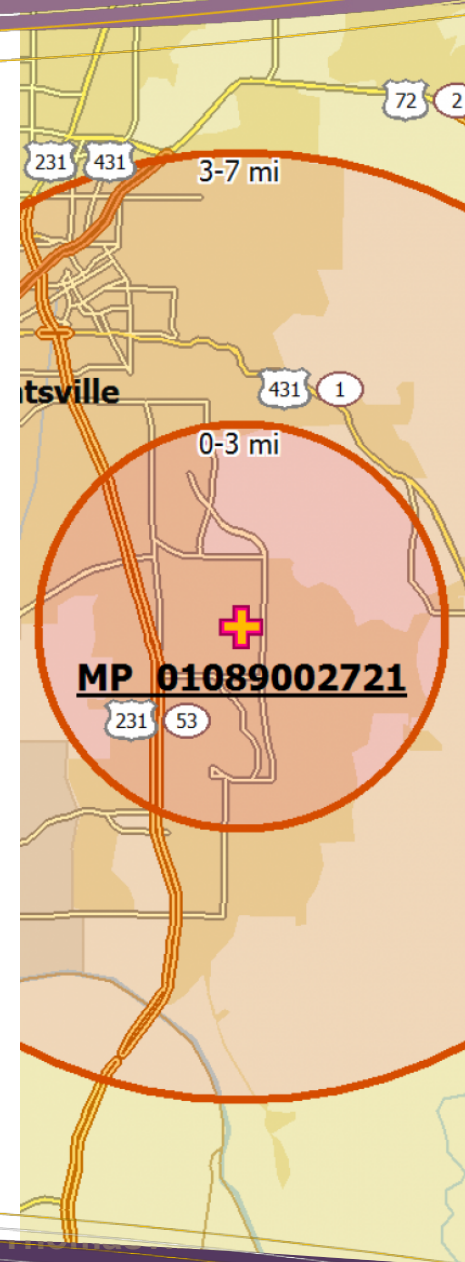


## Potential Shared Projects

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.

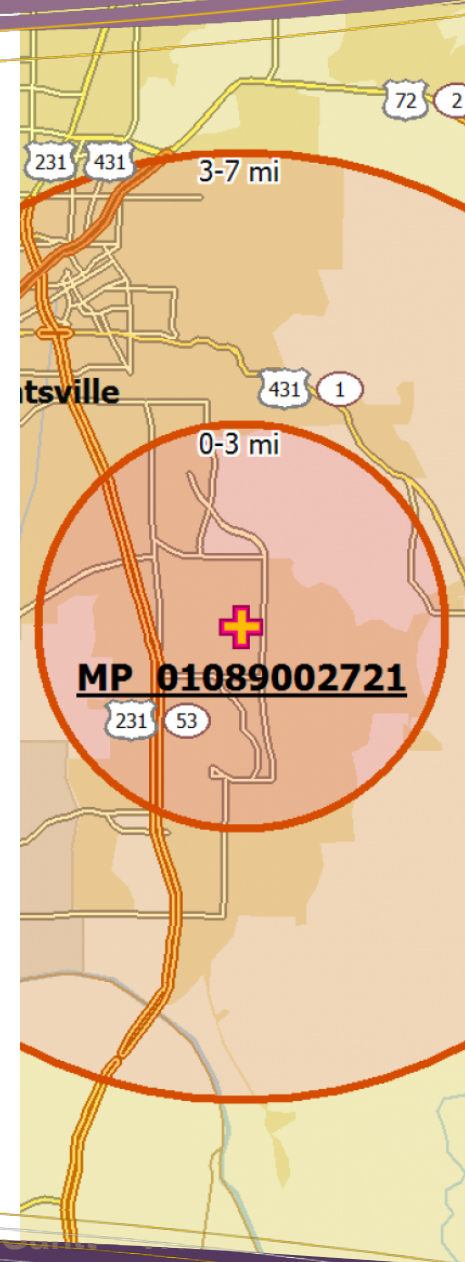
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	53.5%	49.7%	47%
Recycled products	42.81%	38.41%	33.91%
Worked as volunteer (non political)	21.6%	19.32%	17.02%
Engaged in fund raising	12.94%	12.04%	11.96%
Religious club member	8.2%	7.92%	7.86%
Wrote to elected offcl about publ bus	7.87%	6.97%	6.37%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.84%	6.52%	5.89%
Charitable Organization	6.54%	6.06%	5.65%
Took active part in local civic issue	6.35%	5.89%	5.59%
Addressed a public meeting	5.96%	5.39%	4.95%
Union member	5.89%	5.38%	5.15%
Fraternal order member	5.48%	4.81%	4.66%

## 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	21.82%	19.82%	17.99%
Children's Books	15.28%	14.09%	13.74%
Mystery	14.59%	13.24%	12.13%
Cookbooks	12.65%	11.38%	10.39%
Biography	9%	7.94%	7.35%
Religious (not Bibles)	8.77%	8.85%	9.31%
Personal/Business	8.75%	7.68%	7.21%
Self-help			
History	8.56%	8.01%	7.34%
Romance	7.29%	7.15%	7.42%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	73.92%	71.56%	69.65%
Gen. Editorial	49.01%	49.28%	49.01%
Womens	42.37%	43.26%	43.37%
Service	39.25%	37.44%	34.82%
Business/Finance	23.97%	21.81%	20.17%
Mens	19.04%	19.01%	18.58%
Sports	17.88%	17.07%	15.93%
Mature Market	14.53%	13.19%	12.22%
Parenthood	13.54%	14.08%	13.93%

# 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	60.14%	56.79%	54.4%
Business/Finance	36.82%	32.9%	30.02%
Sport	34.37%	33.03%	32.15%
Editorial Page	33.7%	31.58%	29.6%
Classified	30.3%	31.38%	32.46%
Movie Listings & Reviews	29.47%	27.75%	26.51%
Food/Cooking	29.18%	27%	25.25%
Comics	28.87%	27.76%	26.29%
TV/Radio Listings	25.31%	24.57%	23.5%
Home/Gardening	24.61%	22.7%	21.25%
Travel	24.26%	21.99%	20.27%
Science/Technology	22.11%	19.56%	17.71%
Fashion	16.73%	15.68%	15.96%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	20.46%	18.78%	16.4%
CHR Contemp Hit Radio	18.07%	18.01%	17.96%
News/Talk	17.85%	14.81%	12.21%
Country	16.77%	17.67%	16.42%
Alternative	13.55%	11.23%	9.26%
Rock	13.54%	12.27%	10.76%
Oldies	13.3%	12.06%	11.11%
Classic Rock	12.33%	10.72%	8.95%
Urban Contemporary	10.75%	15.43%	21.77%
Variety	9.67%	8.6%	8.9%
All News	8.86%	7.31%	7.09%
Soft Contemporary	8.56%	7.4%	6.69%
Religious	6.87%	6.36%	6.15%
Sports	6.07%	4.94%	4.35%
All Talk	5.99%	5.15%	4.82%
Jazz	5.59%	5.71%	6.42%
Classical	5.55%	4.61%	3.94%
Classic Hits	4.4%	4.15%	3.64%



# 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	65.71%	64.17%	62.37%
Satellite Dish	59.79%	55.2%	52.47%
Soapnet	53.15%	52.08%	50.86%
Comedy Central	43.57%	38.17%	33.88%
Other	41.81%	42.11%	41.04%
Video-On-Demand			
Adult Pay Per View TV	37.84%	34.29%	31.84%
Sci-Fi Channel	36.31%	36.11%	34.84%
MSNBC	34.23%	33.57%	32.33%
ABC Fam.	31.59%	28.41%	25.73%
Subscribe Digital Cable	31.5%	31.02%	31.71%
ESPN Classic	31.28%	26.53%	23.08%
Adult Swim	31.11%	27.96%	25.11%

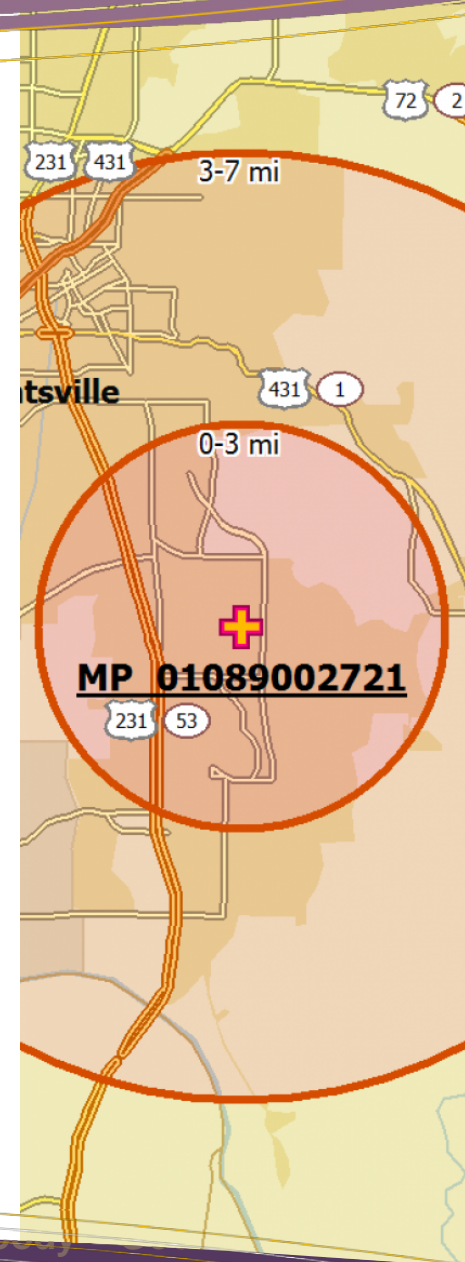
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
TV Info From Sunday TV Magazine	30.94%	29.86%	28.99%
ESPN2	29.58%	26.77%	25.41%
Hallmark Channel	29.39%	27.28%	25.53%
BET (Black Entertainment TV)	28.18%	26.36%	24.85%
The Golf Channel	28.11%	25.83%	23.55%
Nickelodeon	27.69%	27.38%	26.68%
USA Network	27.53%	26.01%	24.35%
TCM (Turner Classic Movies)	27.51%	26.34%	24.77%
TV Info From Newspapers	27.35%	26.58%	26.17%
Video-On-Demand Movies	26.69%	24.43%	21.86%
ESPN News	25.81%	22.92%	20.31%
Nick At Nite	25.41%	25.07%	23.7%

## Communication Media Usage

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

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

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



# Potential Print Media Usage:

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Book Readers			
Heavy Users (7+)	24.57%	22.18%	20.23%
Medium Users (4-6)	12.59%	11.87%	10.67%
Light Users (1-3)	21.55%	20.69%	20.82%
Quintiles (20%)			
Newspaper I (Heavy)	0.83%	1.13%	1.04%
Newspaper II	1.4%	1.49%	1.63%
Newspaper III	2.04%	2.09%	2.47%
Newspaper IV	0.16%	0.41%	0.38%
Newspaper V (Light)	0.88%	1%	0.95%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	17.71%	19.05%	20.37%
Magazines II	7.71%	8.54%	9.37%
Magazines III	9.17%	9.73%	10.38%
Magazines IV	9.12%	10.87%	12.05%
Magazines V (Light)	0.64%	0.68%	0.74%
Outdoor I (Heavy)	6.97%	7.21%	7.35%
Outdoor II	2.36%	2.92%	3.24%
Outdoor III	2.73%	3.45%	4.08%
Outdoor IV	14.97%	15.13%	15.78%
Outdoor V (Light)	25.49%	25.5%	24.69%
Yellow Pages I (Heavy)	13.56%	14.03%	14.77%
Yellow Pages II	6.33%	6.2%	6.76%
Yellow Pages III	5.39%	5.93%	6.64%
Yellow Pages IV	18.71%	20.3%	21.53%
Yellow Pages V (Light)	2.56%	3.32%	3.84%

# 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)	3.04%	3.02%	3.5%
Drive Time III (Medium)	0.19%	0.53%	0.84%
Radio IV & V (Light)	1.88%	2.24%	2.82%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	7.51%	9.23%	9.87%
Radio III (Medium)	4.62%	4.6%	4.64%
Radio IV & V (Light)	3.05%	3.34%	3.78%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.13%	15.48%	14.17%
Cable III (Medium)	4%	4.35%	4.66%
Cable IV & V (Light)	31.54%	33.14%	33.65%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.83%	3.42%	3.95%
Prime Time III (Medium)	1.84%	1.89%	1.72%
Prime Time IV & V (Light)	7.74%	9.21%	9.79%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	41.39%	39.49%	39.97%
Fringe III (Medium)	50.58%	50.84%	51.79%
Fringe IV (Light)	53.18%	53.68%	54.26%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	11.94%	13.24%	15.06%
All Day III (Medium)	22.31%	22.71%	23.26%
All Day IV (Light)	14.29%	14.58%	16.14%



# Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.94%	12.35%	12.03%
6:00am - 10:00am	21.45%	19.18%	18.29%
10:00am - 3:00pm	9.3%	9.92%	10.96%
3:00pm - 7:00pm	13.96%	14.87%	15.27%
7:00pm - Midnight	17.56%	14.99%	13.63%
Midnight - 6:00am	6.96%	7.16%	7.12%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	14.99%	15.09%	14.64%
6:00am - 10:00am	5.87%	4.88%	4.37%
10:00am-3:00pm	8.04%	7.1%	6.87%
3:00pm - 7:00pm	7.94%	8.51%	8.47%
7:00pm - Midnight	10.16%	10.05%	10.09%
Midnight - 6:00am	13.2%	13.33%	13.16%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	11.7%	9.92%	8.61%
Saturday: 8:00-11:00pm	8.28%	8.05%	8.43%
Sunday: 7:00-11:00pm	11.58%	10.8%	9.88%
9:00am-1:00pm	25.41%	25.07%	23.7%
9:00am-4:00pm	29.26%	28.77%	27.5%
4:00pm-7:00pm	31.67%	30.58%	30.08%
11:00pm-1:00am	41.32%	41.19%	40.14%
AVG Prime time	3.09%	3.41%	3.75%
Mon-Sun			

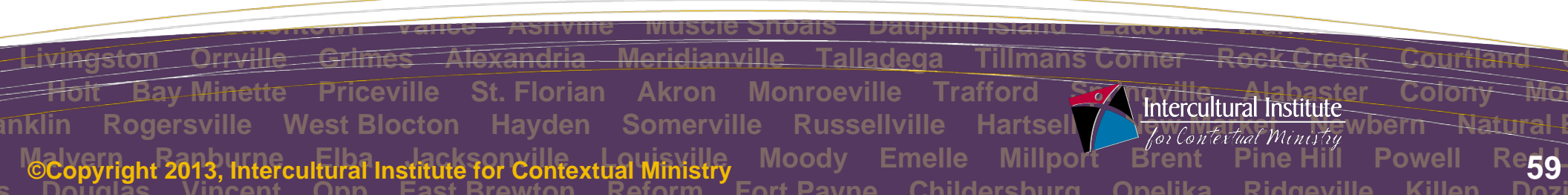


# Potential Weekday & Weekend TV Media Usage:

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	20.72%	19.3%	17.98%
7-9am	29.58%	26.77%	25.41%
9am-12noon	20.99%	20.12%	18.57%
12noon-4pm	8.27%	8.65%	8.94%
4-6pm	55.79%	52.07%	49.97%
6-7pm	17.86%	18.23%	17.73%
7-7:30pm	1.7%	1.44%	1.57%
7:30-8pm	9.63%	10.42%	10.36%
8-11pm	11.7%	9.92%	8.61%
11pm-12am	34.23%	33.57%	32.33%
11pm-1am	41.32%	41.19%	40.14%
1-6am	37.88%	35.77%	32.83%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	22.79%	20.72%	19.54%
Sat: 10am-1pm	8.71%	8.56%	9.32%
Sat: 1-4pm	26.02%	25.15%	24.25%
Sat: 4-6pm	7.13%	7.17%	7.55%
Sat: 6-7pm	2.67%	2.21%	2.06%
Sat: 7-8pm	1.73%	1.36%	1.27%
Sat: 8-11pm	8.28%	8.05%	8.43%
Sat: 11pm-1am	5.82%	5.44%	6.06%
Sat: 1am-7pm	27.53%	26.01%	24.35%
Sun: 7-10am	2.27%	2.1%	2.17%
Sun: 10am-1pm	7.13%	6.59%	6.17%
Sun: 1-4pm	7.07%	6.35%	6.01%
Sun: 4-7pm	14.32%	13.79%	13.13%
Sun: 7-11pm	11.58%	10.8%	9.88%
Sun: 11pm-1am	5.37%	5.3%	5.27%
Sun: 1-7am	23.38%	22.31%	21.15%



# 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*

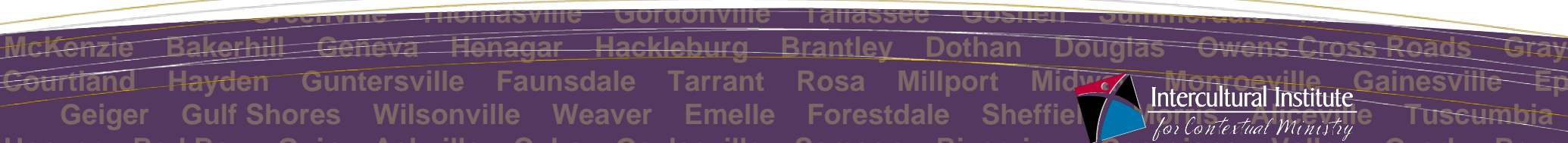
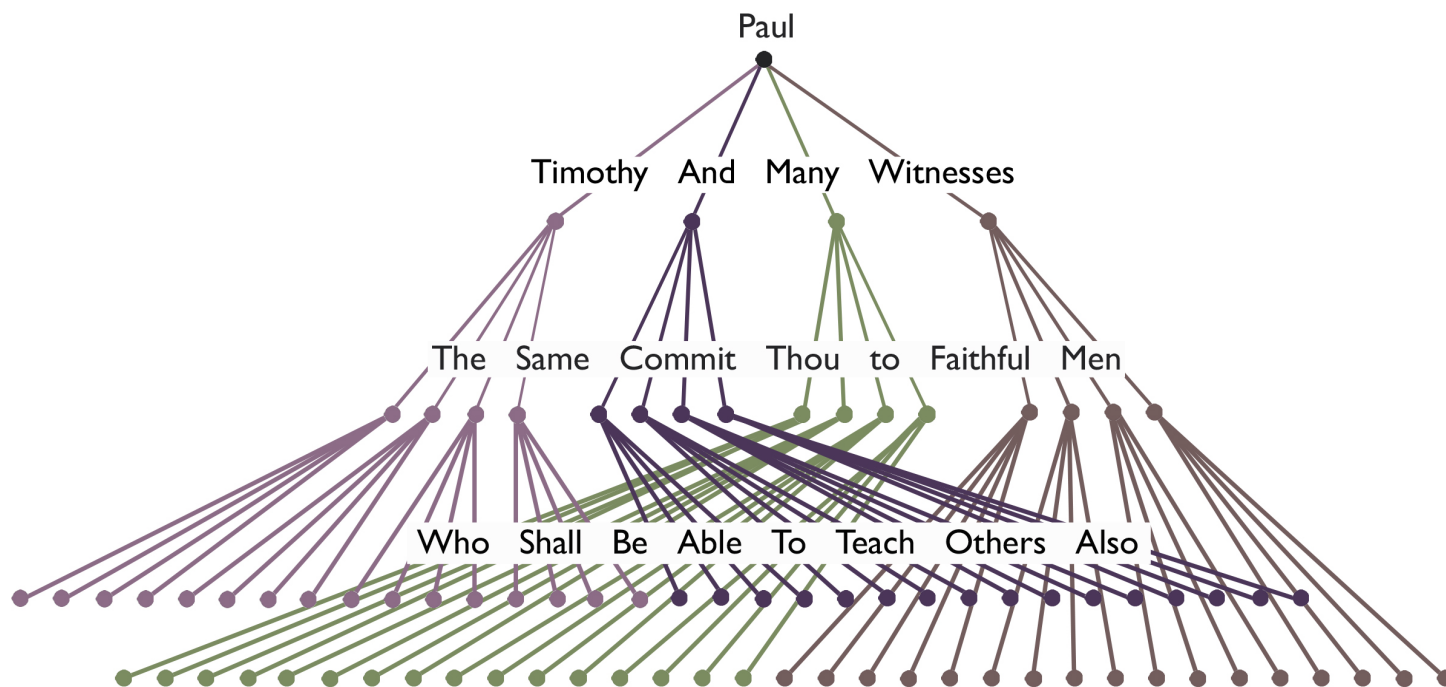
1. Review the shared places listed on page 48. Discuss these types of organizations that may be found at the mission site. Discuss how the mission team may become part of these organizations in order to develop redemptive relationships.
2. Review the shared projects listed on page 50. Discuss ways in 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*

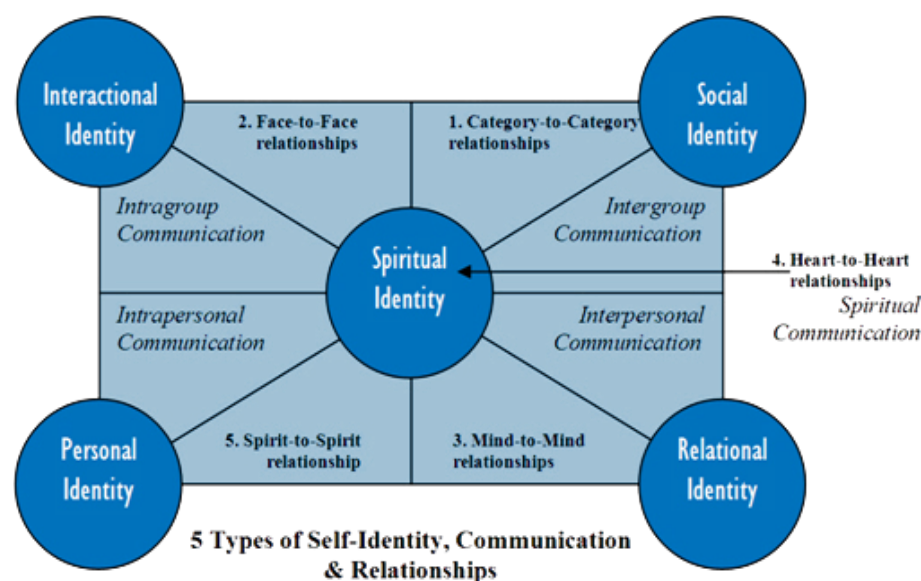


# Establishing Redemptive Relationships

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.



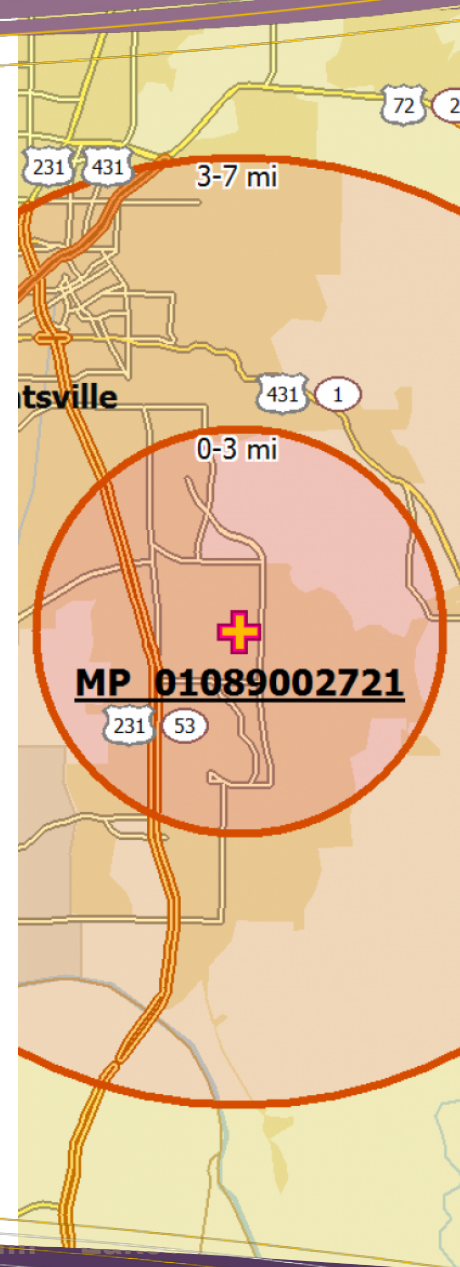


## Your MissionSite and the Missional Suite

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 reflects a "Top Unreached Location" meaning that this site has a significant number of households that have not been reached by the gospel of Jesus Christ. Sitescape definitions may be found online at the MissionalCyclopedia.org site.

Additional help regarding this MissionSite location may be obtained at [www.iicm.net](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	Life's Journey	1425 Weatherly Rd Ste 202 Huntsville, AL 35803	0.44 mi	0	Plateauing
2	Weatherly Heights	1306 Cannstatt Dr SE Huntsville, AL 35803	0.69 mi	259	Plateauing
3	Willowbrook	7625 Bailey Cove Rd SE Huntsville, AL 35802	1.25 mi	1,396	Growing
4	Hillwood	300 Kohler Rd SE Huntsville, AL 35803	1.74 mi	330	Declining
5	Whitesburg	6806 Whitesburg Dr S Huntsville, AL 35802	2.06 mi	1,506	Growing
6	New Salem	314 James Rd Owens Cross Roads, AL 35763	2.99 mi	181	Growing
7	The Church at Hampton Cove	110A Woodside Dr Owens Cross Roads, AL 35763	3.44 mi	206	Growing
8	Farley Community	12302 Bell Rd SW Huntsville, AL 35803	3.60 mi	238	Growing
9	Huntsville (Korean)	2670 Johnson Rd Huntsville, AL 35805	3.84 mi	153	Growing
10	Morningside	15001 Bailey Cove Rd SE Huntsville, AL 35803	3.84 mi	93	Plateauing
11	Korean First	2807 Hood Rd SW Huntsville, AL 35805	4.45 mi	75	Plateauing
12	Southside	209 Marsheutz Ave SE Huntsville, AL 35801	4.79 mi	768	Declining
13	Hillsboro Heights	3614 Drake Ave SW Huntsville, AL 35805	5.26 mi	167	Plateauing
14	Lao/Thai Mission	3614 Drake Ave SW Huntsville, AL 35805	5.26 mi	44	Declining
15	Huntsville Park	3120 Triana Blvd SW Huntsville, AL 35805	5.29 mi	159	Plateauing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Huntsville First	600 Governors Dr SW Huntsville, AL 35801	5.32 mi	1,235	Plateauing
17	Central	2204 1st St SW Huntsville, AL 35805	5.43 mi	58	Declining
18	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	5.44 mi	102	Declining
19	Monte Sano	605 Monte Sano Blvd SE Huntsville, AL 35801	6.00 mi	52	Plateauing
20	Westlawn	2515 17th St SW Huntsville, AL 35805	6.29 mi	124	Plateauing
21	Five Points	801 Beirne Ave NE Huntsville, AL 35801	6.40 mi	68	Declining
22	Meadow Drive	602 Galway St NW Huntsville, AL 35816	6.66 mi	20	Declining
23	East Huntsville	808 Maysville Rd NE Huntsville, AL 35801	6.73 mi	50	Growing
24	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	6.89 mi	366	Plateauing
25	Owens Cross Roads	PO Box 103 Owens Cross Roads, AL 35763	7.08 mi	43	Growing
26	Legacy	139 Candle Stand Cir Gurley, AL 35748	7.10 mi	0	NoData
27	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	7.10 mi	37	Growing
28	Third Baptist	1116 Church St NW Huntsville, AL 35801	7.16 mi	58	Declining
29	Oak Park	2105 Cloys Ave NE Huntsville, AL 35811	7.20 mi	132	Growing
30	University	809 Jordan Ln NW Huntsville, AL 35816	7.20 mi	442	Declining

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	7.45 mi	216	Growing
32	Northside	2900 Meridian St N Huntsville, AL 35811	7.77 mi	89	Plateauing
33	Cave Spring	1107 Cave Spring Rd Owens Cross Roads, AL 35763	7.86 mi	150	Declining
34	Fellowship	308 Wall Rd Huntsville, AL 35811	8.16 mi	34	Declining
35	Sherwood	6600 Old Madison Pike NW Huntsville, AL 35806	8.33 mi	209	Declining
36	Cornerstone	1091 Ryland Pike Huntsville, AL 35811	8.47 mi	208	Growing
37	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	8.57 mi	104	Plateauing
38	Christ Church	PO Box 18725 Huntsville, AL 35804	8.66 mi	52	Declining
39	Brownsboro	4315 Highway 72 E Brownsboro, AL 35741	8.66 mi	183	Growing
40	Woodland Hill	1705 Sparkman Dr NW Huntsville, AL 35816	8.83 mi	88	Declining
41	Bethlehem, Lacey Spring	PO Box 27 Laceys Spring, AL 35754	9.08 mi	118	Plateauing
42	Bethany	PO Box 3178 Huntsville, AL 35810	9.20 mi	83	Declining
43	Galilee	4262 Old Highway 431 New Hope, AL 35760	9.21 mi	60	Plateauing
44	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	9.22 mi	209	Declining
45	New Birth Missionary	4640 Meridian St N Huntsville, AL 35811	9.26 mi	75	Declining







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In Partnership with:



Alabama Baptist Convention  
**State Board of Missions**

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