MissionSite
top unreached locations

NEW MARKET, AL

CENSUS TRACT: 01089010100
REGION: Northern Region
ASSOCIATION: Madison
DISTRICT: 01: Central Mountain District
COUNTY: Madison
SITESCAPE: Townscape
DENSITY PATTERN: E1

iMultiply
CONGREGATIONAL
REPRODUCTION

In partnership with the:

Intercultural Institute
for Contextual Ministry

Alabama Baptist Convention
State Board of Missions

MissionSite (TM)
Table of Contents

Intercultural Institute
for Contextual Ministry

Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35761	Madison
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	E1	10000-50000-50000
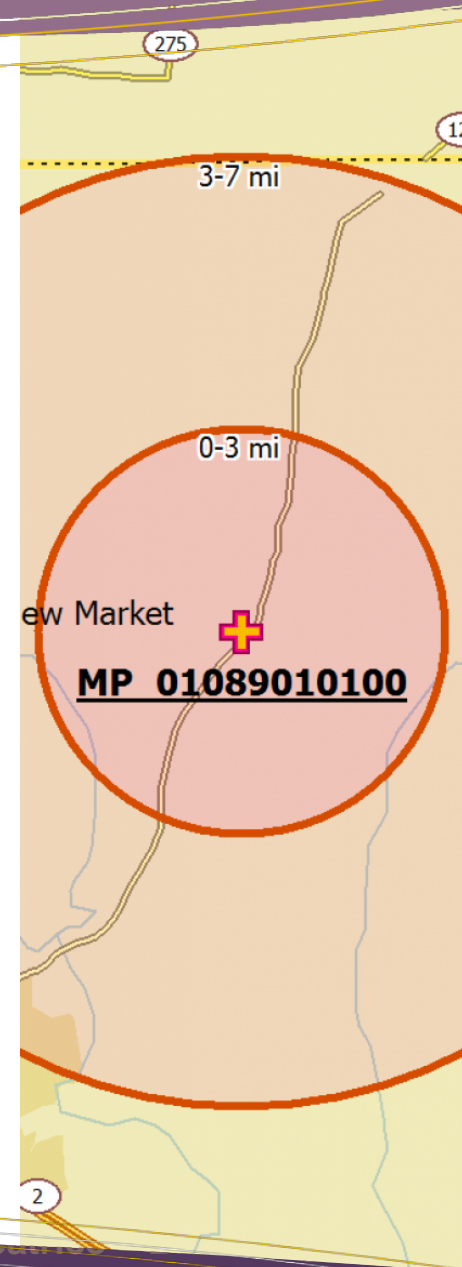
Intercultural Institute
for Contextual Ministry

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	42	Rural: Distant: Census-defined rural territory that is more than 5 miles but less than or equal to 25 miles from an urbanized area, as well as rural territory that is more than 2.5 miles but less than or equal to 10 miles from an urban cluster.
6	IICM RUCA Values Index	91	Metropolitan high commuting: No additional code
7	ERS RUCA Commuting Value	2	Metropolitan area high commuting: primary flow 30% or more to a urbanized area
8	Percent Commuting to Metro	0	Percent commuting from non metro to metro areas

Intercultural Institute
for Contextual Ministry

Site Location Summary - Band Composition

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

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	3,853	22,387	28,421
2010 Households	1,389	8,221	9,969
2010 Group Quarters Population	20	51	1,663

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	8	23	24
Language Diversity National Index	3	9	15
Foreign Born Diversity National Index	61	63	61
Ancestry Diversity National Index	42	52	61
Racial Diversity National Index	41	31	31

Intercultural Institute *for Contextual Ministry*

Site Location Summary - County Environment

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

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

ECONOMIC DEPENDENCY	CODE	INDICATORS
Farm-dependent county indicator	0	False
Mining-dependent county indicator	0	False
Manufacturing-dependent county indicator	0	False
Federal/State government-dependent county indicator	1	True
Services-dependent county indicator	0	False
Nonspecialized-dependent county indicator	0	False

Intercultural Institute
for Contextual Ministry

Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	59	4.25%
Mainstay Communities	Established, Diverse Households	257	18.5%
Working Communities	Blue-collar, Working Families	296	21.31%
Country Communities	Rural, Agri. & Mining Families	541	38.95%
Aspiring Communities	Young Singles / Aspiring-Multihousing	85	6.12%
Urban Communities	High Density, Inner-city Neighborhoods	150	10.8%

Intercultural Institute
for Contextual Ministry

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.

Intercultural Institute
for Contextual Ministry

Using the Site Location Summary

Issues for Your Consideration - continued

3. Band composition and the comparison of population between the bands on page 6 may
    have implications regarding types of anticipated ministry development - from "a neighborhood"
    congregation to a more "regional" approach. The numbers and types of group quarters (usually some form
    of multi-family housing) may suggest the need for multi-housing ministry. The density and diversity indices
    compare this site to other site locations across the country. Values over 50 in each of these indicates a
    higher level of diversity or density than most other locations.

4. Each US location exists in a county or county-equivalent, as shown on page 7. This overall context may
    affect the environment of this site location. The type of economic dependence of a county may shape the
    background of a church planter that will be needed for this particular site.

5. The dominant social environments in this particular site noted on page 8 create specific cultural practices
    and values that will need to be taken into consideration when starting a new ministry or new congregation.
    Please read the summary articles at MissionalCyclopedia.org for the top 2 largest social environments.
    What implications do you see based on the dominant social environments in this location?

Intercultural Institute
for Contextual Ministry

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	839	0.92%
Unreached %	68.91%	60.4%	87.64
Religious But NOT Evangelical HH	24,922	184	0.74%
Religious But NOT Evangelical %	18.91%	13.21%	69.86
Spiritual But NOT Relig or Evang HH	13,277	127	0.96%
Spiritual But NOT Relig or Evang %	10.07%	9.18%	91.09
Not Evangelical, Not Interested HH	52,881	528	1%
Not Evangelical, Not Interested %	40.13%	38.01%	94.71

Intercultural Institute
for Contextual Ministry

Spirituality Indicators - Churchscape

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

ECCLESCAPE: CHURCHES	COUNTY	3 MILE RING	PERCENT &INDEX
Num of ALSBOM Churches	92	4	4.35%
Active ALSBOM Attenders	18,746	227	1.21%
Active Evangelical Households	26,971	361	1.34%
Active Evangelical Percent	20.47%	26.03%	127.16
Inactive Evangelical Households	13,997	188	1.34%
Inactive Evangelical Percent	10.62%	13.53%	127.34
# New Churches Needed	0	0	0%

Intercultural Institute
for Contextual Ministry

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	Neeley's Chapel	1.41 mi	38	Plateauing	16	Meridianville First	7.41 mi	331	Growing
2	New Market	1.60 mi	53	Growing	17	Antioch	7.93 mi	99	Growing
3	Patterson Road	1.85 mi	21	Growing	18	Wears Chapel	8.63 mi	42	Declining
4	Union Grove	2.86 mi	115	Plateauing	19	Christ Church	8.69 mi	52	Declining
5	Hurricane Grove	3.18 mi	41	Growing	20	Cornerstone	8.93 mi	208	Growing
6	Locust Grove	3.25 mi	413	Plateauing	21	Pleasant Springs	9.04 mi	106	Growing
7	Flint River Fist	3.90 mi	40	Growing	22	Fellowship	9.50 mi	34	Declining
8	Celebration	4.07 mi	162	Growing	23	New Birth Missionary	10.03 mi	75	Declining
9	Hayes Chapel	5.15 mi	81	Plateauing	24	Charity	10.08 mi	37	Growing
10	Bethsaida	5.72 mi	14	Plateauing	25	Murphy Hill	10.39 mi	158	Declining
11	Flint River	6.77 mi	638	Declining	26	Brownsboro	10.67 mi	183	Growing
12	Hazel Green First	6.97 mi	389	Growing	27	Oak Park	10.90 mi	132	Growing
13	Oakley	7.12 mi	73	Plateauing	28	Lakewood	11.34 mi	104	Plateauing
14	Bevill's Chapel	7.19 mi	106	Plateauing	29	Northside	11.36 mi	89	Plateauing
15	Winchester Road	7.40 mi	185	Growing	30	Monte Sano	11.47 mi	52	Plateauing

Intercultural Institute for Contextual Ministry

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 chruches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.
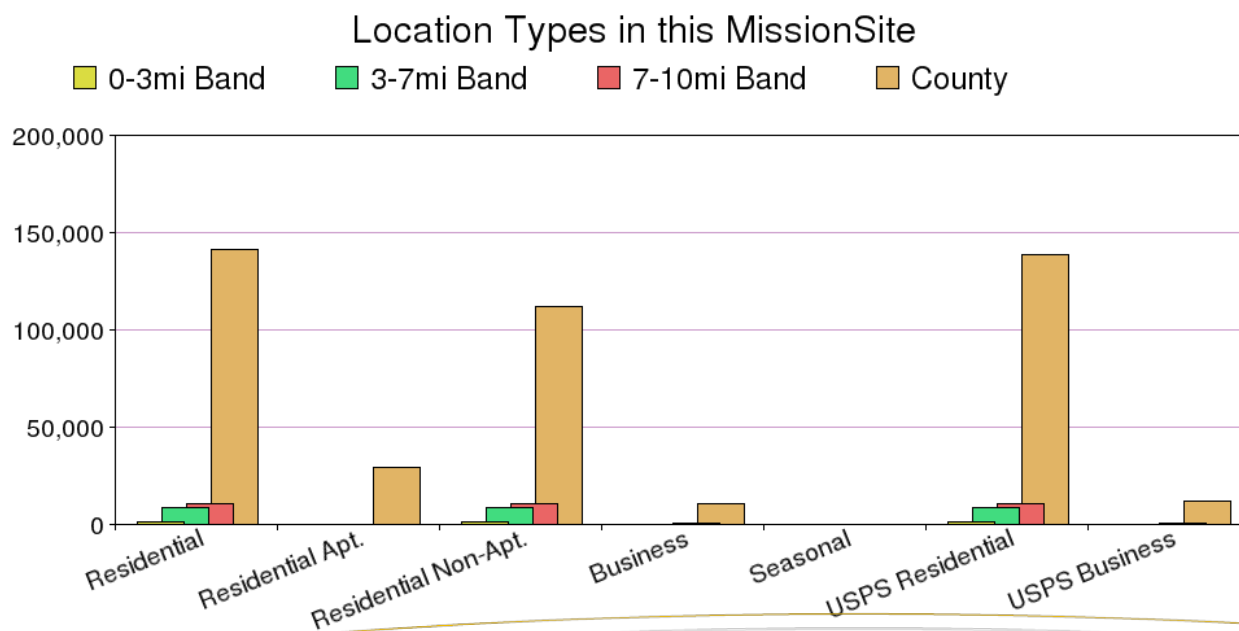
Current Demographic Summary

The population and household figures from IICM's Demoscape 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	2,392	1%
2000 Population	276,700	3,130	1.13%
2010 Population	334,713	3,853	1.15%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,210	830	0.91%
2000 Households	109,955	1,129	1.03%
2010 Households	131,781	1,389	1.05%

Location Types in this MissionSite

Location Type	0-3mi Band
Residential	1,242
Residential Apt.	12
Residential Non-Apt.	1,230
Business	26
Seasonal	0
USPS Residential	1,265
USPS Business	30

Intercultural Institute
for Contextual Ministry

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.

Age Group Percentages
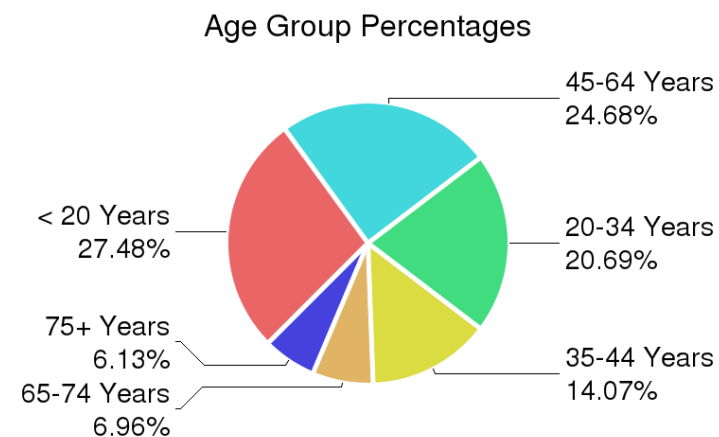
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
0-3 Years	5.34%	4.67%	87.45
4-5 Years	2.57%	2.26%	87.94
6-8 Years	3.8%	3.79%	99.74
9-11 Years	3.87%	4.23%	109.3
12-13 Years	2.62%	3.37%	128.63
14-17 Years	5.51%	5.94%	107.8
18-19 Years	2.84%	3.22%	113.38
0-5 Years	7.9%	6.93%	87.72
6-12 Years	8.98%	9.68%	107.8
13-19 Years	9.66%	10.87%	112.53
< 20 Years	26.54%	27.48%	103.54
20-34 Years	20.42%	20.69%	101.32
35-44 Years	13.01%	14.07%	108.15
45-64 Years	26.8%	24.68%	92.09
65-74 Years	7.3%	6.96%	95.34
75+ Years	5.92%	6.13%	103.55
Median Age	37	37	100.16
Median Age (Male)	36	38	103.64
Median Age (Female)	39	36	93.93

Intercultural Institute
for Contextual Ministry

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.
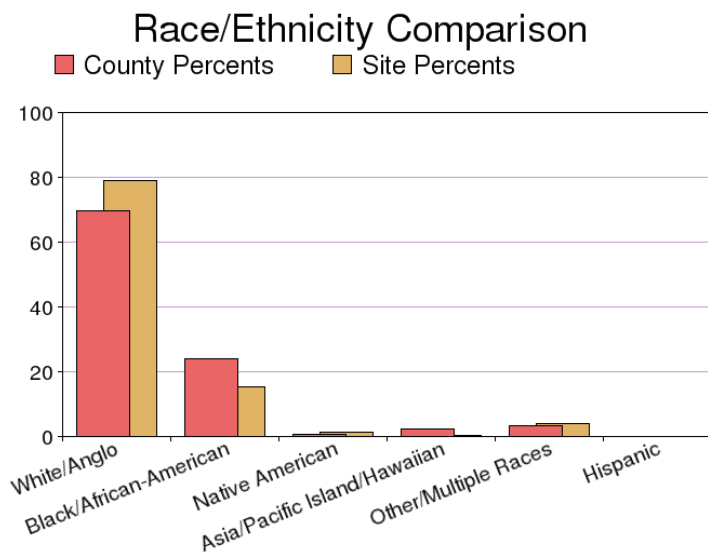
2010 POP. ESTIMATES	COUNTY	BAND	INDEX
Race/Ethnicity			
White, Anglo	69.59%	78.9%	113.37
Black, African-American	24.05%	15.18%	63.14
Native American	0.65%	1.48%	228.82
Asian	2.37%	0.47%	19.69
Pacific Island, Hawaiian	0.06%	0.03%	45.48
Other/Multiple Races	3.28%	3.92%	119.33
Hispanic	0%	3.35%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	2,534	
Less than 9th Grade	3.83%	11.4%	33.59
No High School Diploma	7.94%	15.55%	51.06
High School Graduate	23.15%	31.02%	74.65
Some College, no degree	20.19%	15.86%	127.27
Associate Degree	6.53%	6.75%	96.78
College Degree	25.17%	13.46%	187.06
Graduate/Prof. degree	13.18%	5.96%	221.2

Race/Ethnicity Comparison

- County Percents
- Site Percents

Intercultural Institute
for Contextual Ministry

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%	5.47%	101.81
$10,000 to $19,999	10.05%	16.99%	169.09
$20,000 to $29,999	10.7%	12.24%	114.38
$30,000 to $49,999	18.71%	25.63%	136.95
$50,000 to $59,999	8.06%	9.58%	118.84
$60,000 to $69,999	7.33%	5.9%	80.49
$70,000 to $79,999	6.34%	4.75%	74.99
$80,000 to $89,999	5.13%	3.6%	70.12
$90,000 to $99,999	3.81%	2.52%	66.1
$100,000 to $124,999	9.62%	7.85%	81.59
$125,000 to $149,999	5.31%	1.58%	29.83
$150,000 to $199,999	5.53%	2.02%	36.46
$200,000 to $249,999	1.39%	0.72%	51.96
$250,000 or more	1.69%	1.15%	68.01
Median Household	55,208	41,635	75.41
Average Household	73,838	58,935	79.82
Per Capita Household	29,765	21,267	71.45
Family/Non-Family Household Income			
Median Family Income	70,258	48,829	69.5
Average Family Income	88,537	63,140	71.31
Median Non-Family Income	32,776	26,936	82.18
Average Non-Family Income	45,483	42,364	93.14

Intercultural Institute for Contextual Ministry

Current Demographic Summary

A current year demographic summary of household types, houseing 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%	74.08%	112.48
Families with Children	31.51%	36.29%	115.16
Families without Children	34.35%	37.8%	110.03
Non-Family Households			
% Non-Family Households	34.14%	25.92%	75.92
Non-Families with Children	0.34	0.29	85.09
Non-Families without Children	33.8	25.63	75.82
Housing Units			Index
Total Housing Units	147,407	1,562	
Vacant percent	10.6%	11.08%	104.48
Owned percent	62.98%	75.93%	120.56%
Rented Percent	26.42%	13.06%	49.44
Households by Size			Index
Avg household size	2.48	2.76	111.29
Avg family hh size	3.15	3.28	104.13
Avg non-family hh size	1.19	1.29	108.4
Households By Count of Persons			Percent
One	38,867	312	0.8%
Two	40,118	395	0.98%
Three or Four	41,415	547	1.32%
Five+	11,381	135	1.19%

Projected Demographic Summary

The population and household figures from IICM's Demoscape 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.

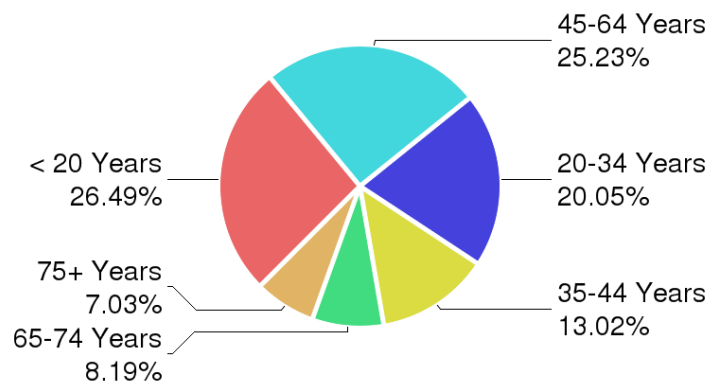| DEMOSCAPE	COUNTY	RING	% OF CO		DEMOSCAPE	COUNTY	RING	% OF CO
1990 Population	238,912	2,392	1%		1990 Households	91,210	830	0.91%
2000 Population	276,700	3,130	1.13%		2000 Households	109,955	1,129	1.03%
2010 Population	334,713	3,853	1.15%		2010 Households	131,781	1,389	1.05%
2015 Population	369,521	4,204	1.14%		2015 Households	145,733	1,524	1.05%

Household Change from 1985 to 2030
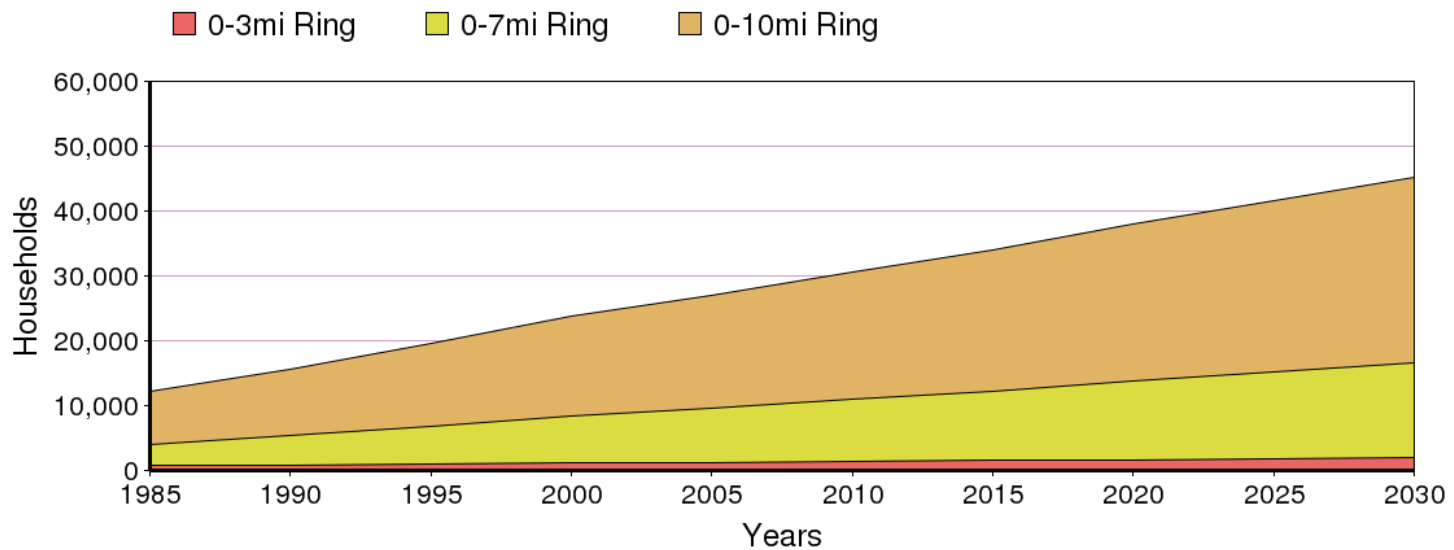
Projected Demographic Summary

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.

Projected Age Group Percentages

- 45-64 Years 25.23%
- 20-34 Years 20.05%
- 35-44 Years 13.02%
- 65-74 Years 8.19%
- 75+ Years 7.03%
- < 20 Years 26.49%

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
0-3 Years	4.67%	5.07%	108.57
4-5 Years	2.26%	2.31%	102.21
6-8 Years	3.79%	3.88%	102.37
9-11 Years	4.23%	4.09%	96.69
12-13 Years	3.37%	3.07%	91.1
14-17 Years	5.94%	5.38%	90.57
18-19 Years	3.22%	2.69%	83.54
0-5 Years	6.93%	7.37%	106.35
6-12 Years	9.68%	9.47%	97.83
13-19 Years	10.87%	9.63%	88.59
< 20 Years	27.48%	26.47%	96.32
20-34 Years	20.69%	20.03%	96.81
35-44 Years	14.07%	13.01%	92.47
45-64 Years	24.68%	25.21%	102.15
65-74 Years	6.96%	8.18%	117.53
75+ Years	6.13%	7.02%	114.52
Median Age	37	41	109.25
Median Age (Male)	36	40	109.46
Median Age (Female)	39	40	104.91

Intercultural Institute
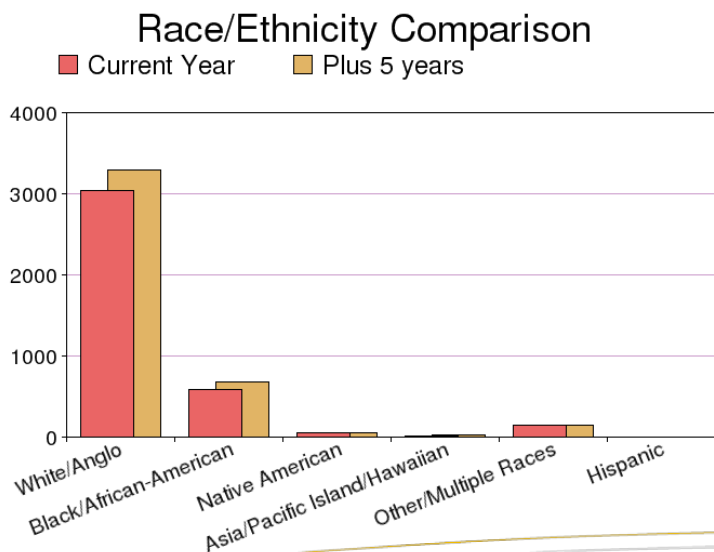*for Contextual Ministry*

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.

Race/Ethnicity Comparison

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	78.9%	78.31%	99.25
Black, African-American	15.18%	16.29%	107.32
Native American	1.48%	1.31%	88.43
Asian	0.47%	0.67%	142.57
Pacific Island, Hawaiian	0.03%	0.02%	91.65
Other/Multiple Races	3.92%	3.4%	86.8
Hispanic	0%	0%	0
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	2,534	2,828	
Less than 9th Grade	11.4%	10.04%	88.05
No High School Diploma	15.55%	13.83%	88.92
High School Graduate	31.02%	32.07%	103.4
Some College, no degree	15.86%	15.31%	96.51
Associate Degree	6.75%	7.04%	104.28
College Degree	13.46%	14.78%	109.84
Graduate/Prof. degree	5.96%	6.93%	116.31

Intercultural Institute for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Household Income			
< $10,000	5.47%	4.99%	91.14
$10,000 to $19,999	16.99%	16.08%	94.62
$20,000 to $29,999	12.24%	11.48%	93.82
$30,000 to $49,999	25.63%	23.62%	92.17
$50,000 to $59,999	9.58%	9.12%	95.25
$60,000 to $69,999	5.9%	6.1%	103.37
$70,000 to $79,999	4.75%	5.25%	99.43
$80,000 to $89,999	3.6%	4.27%	116.66
$90,000 to $99,999	2.52%	2.69%	106.77
$100,000 to $249,999	7.85%	9.25%	117.9
$125,000 to $149,999	1.58%	2.17%	136.71
$150,000 to $199,999	2.02%	2.1%	104.16
$200,000 to $249,999	0.72%	1.05%	145.83
$250,000 or more	1.15%	1.31%	113.93
Median Household	41,635	44,576	107.06
Average Household	58,935	64,256	109.03
Per Capita Household	21,267	23,314	109.63
Family/Non-Family Household Income			
Median Family Income	48,829	53,376	109.31
Average Family Income	63,140	70,669	111.92
Median Non-Family Income	26,936	26,890	99.83
Average Non-Family Income	42,364	43,131	101.81

Intercultural Institute
for Contextual Ministry

Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
Family Households			
% Family Households	74.08%	72.31%	97.61
Families with Children	36.29	33.99	93.67
Families without Children	37.8	39.24	103.81
Non-Family Households			
% Non-Family Households	25.92%	27.69%	106.84
Non-Families with Children	0.29	0.33	106.84
Non-Families without Children	25.63	27.36	106.76
Housing Units			
Total Housing Units	1,562	1,709	109.41%
Vacant percent	11.08%	10.83%	97.74
Owned percent	75.93%	76.3%	100.49
Rented Percent	13.06%	12.87%	98.57
Households by Size			
Avg household size	2.76	2.75	99.64%
Avg family hh size	3.28	3.33	101.52%
Avg non-family hh size	1.29	1.21	93.8%
Households By Count of Persons			
One	312	363	116.35%
Two	395	422	106.84%
Three or Four	547	590	107.86%
Five+	135	151	111.85%

Intercultural Institute
for Contextual Ministry

Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	0	321	286
Northern Europe	0	13	25
Western Europe	0	64	49
Southern Europe	0	6	5
Eastern Europe	0	35	11
Other Europe	0	0	0
Eastern Asia	0	77	68
So. Central Asia	0	45	27
SE Asia	0	24	37
Western Asia	0	9	5
Other Asia	0	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
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	2	8
Caribbean	0	11	3
Central Amer.	0	28	36
South America	0	6	7
North America	0	1	5
Born at sea	0	0	0

Intercultural Institute
for Contextual Ministry

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	0	18,894	16,653
Spanish	0	234	308
Other Indo-Euro language	0	166	163
French (incl. Patois, Cajun)	0	27	32
French Creole	0	0	0
Italian	0	0	0
Portuguese	0	0	0
German	0	71	69
Yiddish	0	0	0
Other West Germanic	0	0	0
A Scandinavian Language	0	10	4
Greek	0	6	9
Russian	0	4	13
Polish	0	22	12
Serbo-Croatian	0	0	0
Other Slavic Language	0	5	11
Armenian	0	0	0
Persian	0	4	6
Gujarathi	0	0	0
Hindi	0	0	0
Urdu	0	0	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	0	2	7
Asian/PI languages	0	0	0
Chinese	0	0	2
Japanese	0	6	14
Korean	0	42	35
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	0	3	22
Laotian	0	0	0
Vietnamese	0	13	22
Other Asian	0	28	11
Tagalog	0	0	0
Other Pacific Is	0	0	0
Other languages	0	43	13
Navajo	0	0	0
Other Native N. American	0	0	3
Hungarian	0	0	0
Arabic	0	21	4
Hebrew	0	0	0
African languages	0	0	0
Other unspecified	0	22	6

Intercultural Institute
for Contextual Ministry

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	0	14,954	13,139
Arab	0	41	6
Armenian	0	0	0
Austrian	0	4	7
British	0	62	78
Canadian	0	16	21
Croatian	0	0	0
Czech	0	4	14
Czechoslovak	0	29	11
Danish	0	37	22
Dutch	0	67	154
English	0	1,457	1,605
European	0	238	190
Finnish	0	10	22
French (not Basque)	0	224	279
French Canadian	0	106	54
German	0	1,174	1,137
Greek	0	8	17
Hungarian	0	23	31
Iranian	0	5	11

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	0	1,596	1,290
Italian	0	199	232
Lithuanian	0	4	3
Norwegian	0	94	63
Polish	0	149	145
Portuguese	0	9	6
Romanian	0	10	8
Russian	0	37	33
Scandinavian	0	47	13
Scotch-Irish	0	432	298
Scottish	0	197	183
Slovak	0	1	5
Subsaharan African	0	64	39
Swedish	0	97	73
Swiss	0	2	9
Ukrainian	0	31	31
US/American	0	4,517	3,869
Welsh	0	51	45
West Indian	0	12	15
Yugoslavian	0	2	7
Other	0	3,898	3,112

Intercultural Institute
for Contextual Ministry

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 Demoscape 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?
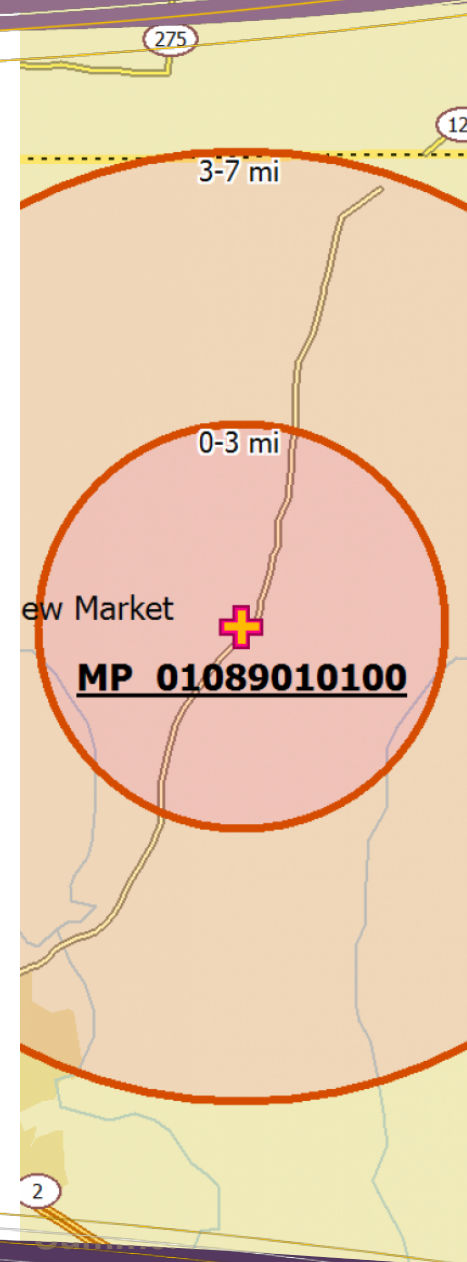
Unreached Households by Lifestyle Segment

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 "Evangelscape 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 Evangelscape report of your area you will want to purchase a TRIBALDEX report at MissionalContext.org. To create a neighborhood level map of the unreached status of your missional site area you will want to subscribe to the IICM mapping site at MissionalCulturescape.org.

Intercultural Institute
for Contextual Ministry

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	1,389	100%	840	100%
AFFLUENT SUBURBIA	4	0.29%	3	0.36%
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	4	0.29%	3	0.36%
New Suburbia Fam.	0	0%	0	0%
UPSCALE AMERICA	55	3.96%	37	4.4%
Status Conscious Consumers	0	0%	0	0%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	55	3.96%	37	4.4%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	0	0%	0	0%
Successful Urban Sprawl	0	0%	0	0%
SM TWN SUCCESS	239	17.21%	154	18.33%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	120	8.64%	78	9.29%
Urban Optimists	0	0%	0	0%
Family Convenience	119	8.57%	76	9.05%
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 HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,389	100%	840	100%
BLUE COLLAR BACKBONE	0	0%	0	0%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	0	0%	0	0%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	18	1.3%	12	1.43%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	0	0%	0	0%
Urban Advancement	10	0.72%	7	0.83%
Amer. Great Outdoors	8	0.58%	5	0.6%
Mature America	0	0%	0	0%
METRO FRINGE	296	21.31%	203	24.17%
Steadfast Conservative	296	21.31%	203	24.17%
Moderate Conventionalists	0	0%	0	0%
Southern Blues	0	0%	0	0%
Urban Grit	0	0%	0	0%
Grass-Roots Living	0	0%	0	0%

Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHIds	0-3 HH & Percent		Unreached HH & Percent	
Total	1,389	100%	840	100%
REMOTE AMERICA	60	4.32%	35	4.17%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	60	4.32%	35	4.17%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
ASPIRING CONTEMP'S	85	6.12%	63	7.5%
Young Cosmopolitans	0	0%	0	0%
Minority Metro Communities	85	6.12%	63	7.5%
Stable Careers	0	0%	0	0%
Aspiring Hispania	0	0%	0	0%
RURAL VILLAGES & FARMS	481	34.63%	229	27.26%
Industrious Country Living	101	7.27%	69	8.21%
America's Farmland	0	0%	0	0%
Comfy Country Living	21	1.51%	13	1.55%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	359	25.85%	147	17.5%

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	1,389	100%	840	100%
STRUGGLING SOCIETIES	0	0%	0	0%
Rugged Southern Style	0	0%	0	0%
Latino Nuevo	0	0%	0	0%
Struggling city Centers	0	0%	0	0%
College Town Communities	0	0%	0	0%
New Beginnings	0	0%	0	0%
URBAN ESSENCE	150	10.8%	104	12.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	0	0%	0	0%
Af. Amer. Neighborhoods	91	6.55%	64	7.62%
Urban Diversity	0	0%	0	0%
New Generation Activists	59	4.25%	40	4.76%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Intercultural Institute for Contextual Ministry

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?

Intercultural Institute
for Contextual Ministry

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, lignuistic, 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 comunity 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).

Intercultural Institute
for Contextual Ministry
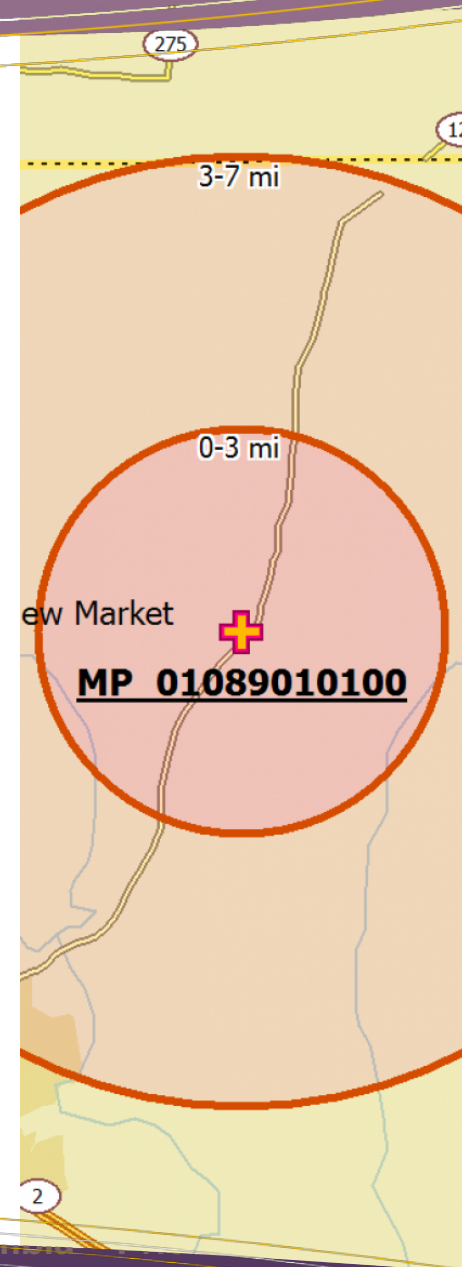
Potential Cultural Bridges

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	73%	82%	82%
Use Comp. for Internet/E-mail	55%	68%	67%
Internet Use: E-Mail	45%	56%	56%
Use Comp. for Comp. Games	37%	43%	43%
Use Comp. for Shopping	34%	43%	42%
Use Comp. for Word Processing	33%	45%	45%
Use Comp. for Digital Camera Photo Editing	30%	41%	40%
Use Comp. for Banking	29%	38%	38%
Use Comp. for Education	29%	35%	35%
Internet Use: Banking	26%	32%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
HH Owns DVD Player	25%	31%	31%
Internet Use: News/ Weather	24%	30%	30%
Use Comp. for News/Info./Data Service	19%	26%	26%
PC-Network-HH Has One	18%	21%	21%
Use Comp. for Accounting	12%	17%	17%
Use Comp. for Filing/DB Mngmnt	11%	14%	14%
Internet Use: Shopping: Made A Purchase	11%	12%	12%
Internet Use: Shopping: Gathered Info. for Shopping	11%	15%	15%
Use Comp. for Personal Financial Mngmnt	10%	15%	15%
Internet Use: Research/ Education	10%	12%	12%

Intercultural Institute for Contextual Ministry

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%	69%	69%
Dining Out (Not Fast Food)	56%	62%	62%
Reading Books	49%	52%	53%
Card Games	41%	44%	44%
Gardening	37%	38%	37%
Go To A Beach/Lake	34%	41%	41%
Board Games	34%	36%	36%
Cooking for Fun	33%	35%	35%
Photography	19%	20%	20%
Visit Zoo	18%	22%	22%

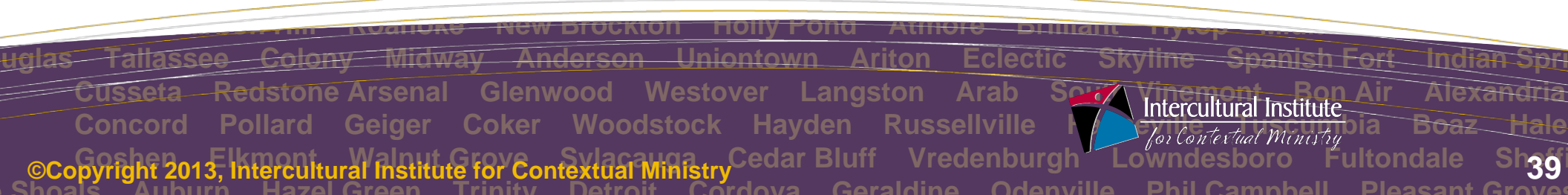| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	68%	68%
Gen./Fam. Practitioner	40%	43%	43%
Dentist	24%	28%	28%
Backache	22%	22%	22%
None Of These	22%	21%	21%
Eye Dr.	19%	20%	20%
Hypertension/High Blood Pressure	19%	18%	18%
Any Arthritis	17%	14%	14%
High Cholesterol	17%	17%	17%
Overweight (30 Pounds Or More)	15%	14%	14%
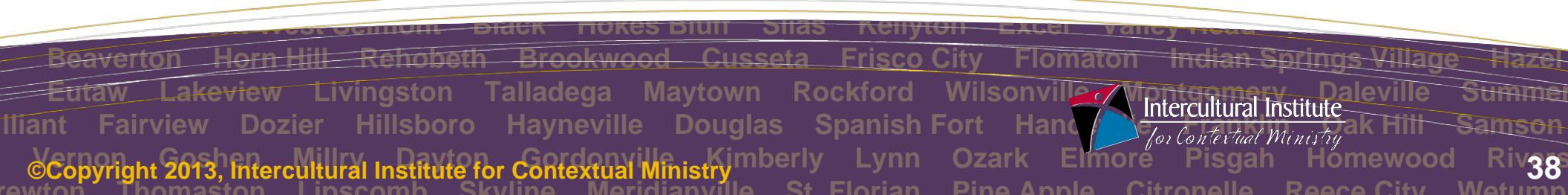
Intercultural Institute
for Contextual Ministry

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	22.82%	27.53%	27.88%
Live Theater	16.48%	20.53%	21.08%
Live Theater Most Often	13.15%	16.82%	17.31%
Rock/Pop Concerts Most Often	12.45%	14.42%	14.73%
Comedy Club	7.12%	10.48%	10.78%
Country Concerts Most Often	6.24%	8.73%	8.4%
Movies: Comedy	37.26%	41.78%	41.88%
Movies: Action/Adventure	34.35%	40.19%	40.26%
Movies: Romantic Comedy	18.06%	20.68%	20.97%

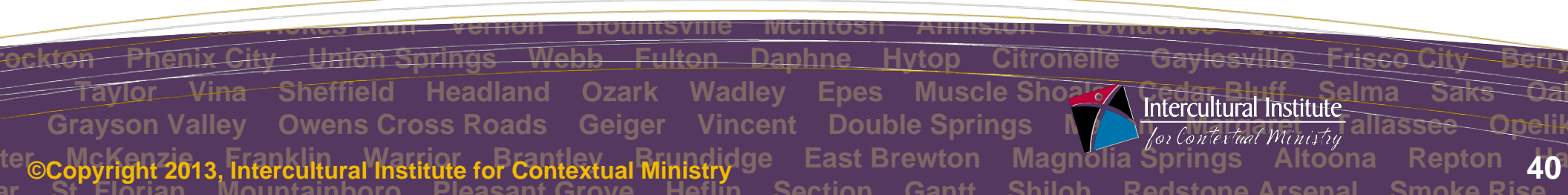| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Fam.	17.77%	21.94%	22.03%
Movies: Drama	16.27%	18.06%	18.49%
Movies: Mystery	13.63%	14.89%	15.03%
MLB Baseball Reg. Season	6.15%	9.83%	9.93%
College Football Reg. Season	5.78%	7.03%	7.07%
NFL Football Reg. Season	5.47%	8.2%	8.32%
College Basketball Reg. Season	3.78%	4.77%	4.77%
Auto Racing Events	3.13%	4.61%	4.56%
NBA Basketball Reg. Season	2.42%	4.47%	4.55%

Intercultural Institute
for Contextual Ministry

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	37.73%	41.55%	41.87%
Swimming	33.76%	38.41%	37.96%
Freshwater Fishing	24.54%	22.82%	21.94%
Bowling	22.42%	23.63%	23.69%
Camping Trips	20.54%	18.96%	18.28%
Billiards/Pool	18.61%	20.93%	20.77%
Hunting	16.05%	13.18%	12.41%
Basketball	15.5%	16.02%	16.18%
Weight Training	13.99%	18.43%	18.56%
Target Shooting	12.17%	11.31%	10.93%
Golf	12.16%	15.19%	15.35%
Jogging/Running	11.96%	14.15%	14.65%
Mountain/Road Biking	11.94%	13.63%	13.58%
Baseball	11.62%	12.16%	12.29%

| BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Using Cardio Machine	11.2%	14.85%	15.03%
Football	10.64%	10.71%	10.84%
Stationary Cycling	10.36%	11.47%	11.66%
Backpacking/Hiking	10.34%	10.76%	10.75%
Volleyball	9.26%	8.64%	8.56%
Aerobics	8.57%	8.89%	9.33%
Saltwater Fishing	8.55%	9.91%	9.73%
Softball	7.85%	9.14%	9.2%
Power Boating	7.51%	9.01%	8.95%
Horseback Riding	7.31%	6.93%	6.75%
Archery	6.74%	5.74%	5.56%
Canoeing/Kayaking	6.69%	7.16%	7.15%
Tennis	6.37%	7.2%	7.35%
Motorcycling	6.37%	7.48%	7.36%

Intercultural Institute
for Contextual Ministry

Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Soccer	5.79%	6.57%	6.71%
Yoga	5.34%	6.5%	6.62%
Fly Fishing	5.31%	5.1%	5.03%
Roller Skating	5.01%	5.36%	5.51%
Water Skiing	4.59%	4.38%	4.42%
Snorkeling	4.55%	5.84%	5.88%
Jet Skiing	4.37%	5.2%	5.29%
Ice Skating	4.22%	4.63%	4.76%
Snowmobiling	3.95%	4.15%	4.16%
Skateboarding	3.76%	3.48%	3.54%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Martial Arts	3.69%	3.25%	3.32%
Downhill & X-Country Skiing	3.69%	4.63%	4.71%
Racquetball	3.59%	3.78%	3.94%
Hockey	3.36%	2.85%	3.02%
Auto Racing	3.25%	3.22%	3.19%
Rock Climbing	3.03%	3.53%	3.64%
Snowboarding	2.87%	3.45%	3.59%
Rowing	2.71%	3.26%	3.29%
Sailing	2.55%	3.16%	3.19%
Surfing & Windsurfing	2.25%	2.99%	3.08%

Intercultural Institute
for Contextual Ministry
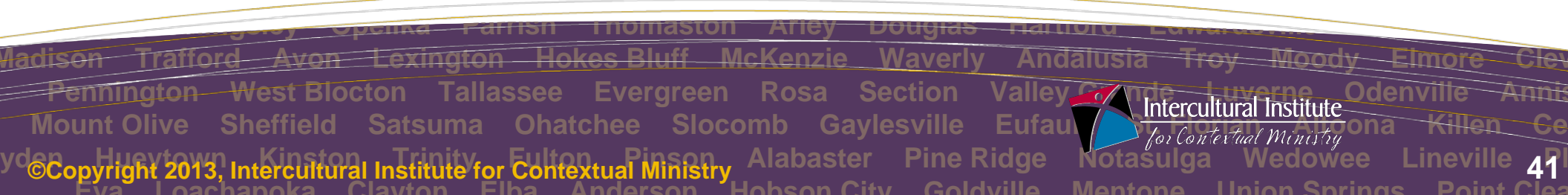
Potential Cultural Barriers -- Introduction (part 1)

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 it' 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 refering t oan 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. (Smyma: Abingdon Press, 1996), 59.
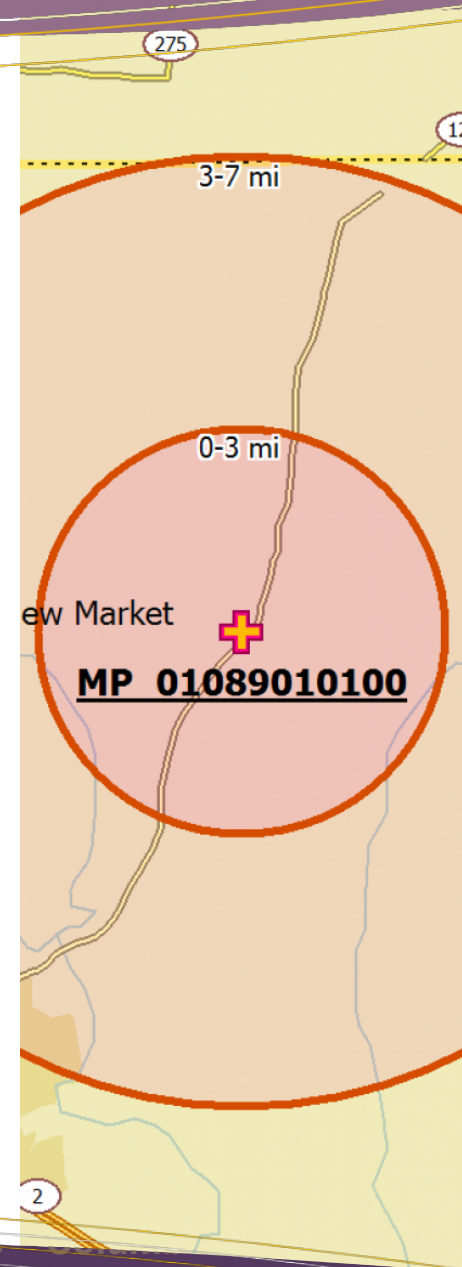
Potential Cultural Barriers -- Introduction (part 2)

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.
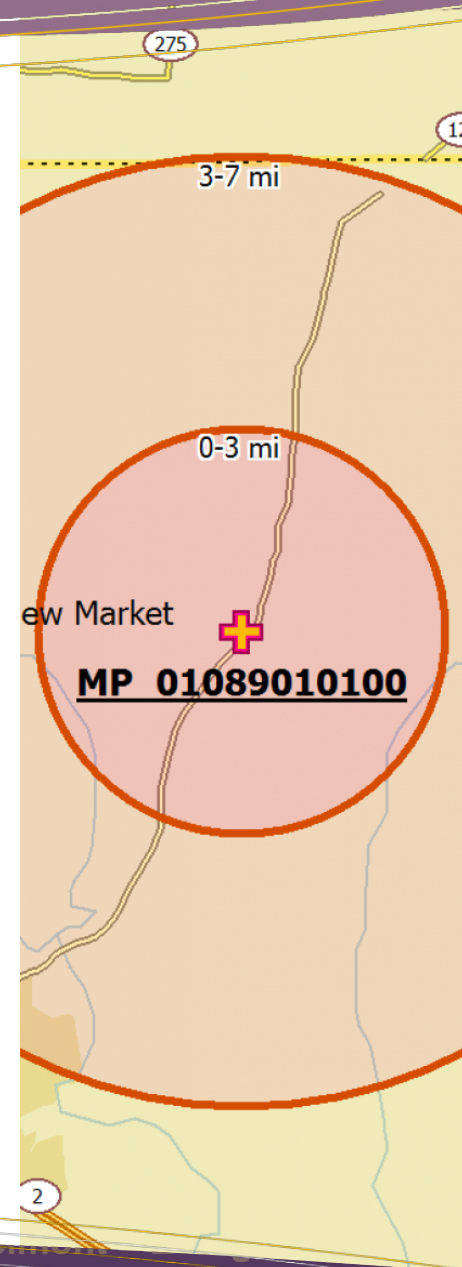
Potential Cultural Barriers:

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.

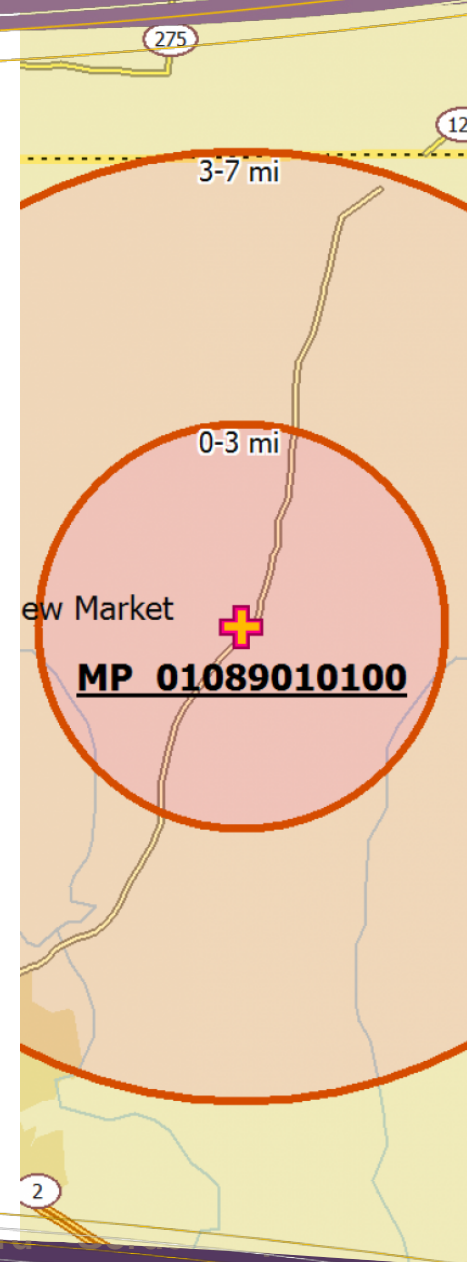| BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	50%
Find It Difficult To Say No To My Kids	41%	43%	42%
Woman's Place Is In The Home	36%	35%	35%
Speak My Mind Even If It Upsets People	35%	34%	35%
Like Control Over People And Resources	34%	30%	31%
Like To Do Unconventional Things	30%	31%	30%
Don't Judge People/Way They Live Life	27%	27%	28%
Prefer To Have Few Possessions As Possible	26%	30%	31%
Money Is Best Measure Of Success	26%	25%	25%
Too Much Sponsorship In Arts/Sports	24%	21%	21%
If Won Lottery Would Never Work Again	23%	28%	29%
Like to Stand Out In A Crowd	21%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Friends More Important Than My Fam.	21%	22%	23%
Rarely Sit Down to a Meal Together At Home	18%	18%	17%
Marijuana Should Be Legalized	17%	19%	20%
Like To Pursue Challenge/Novelty/Change	17%	15%	15%
I Am A Workaholic	17%	18%	18%
Only Work Current Job for The Money	15%	13%	13%
We Should Strive for Equality for All	12%	12%	12%
On Whole People Get What They Deserve	10%	9%	9%
Happy With My Standard Of Living	10%	9%	10%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
Very Happy With My Life As It Is	6%	5%	5%

Intercultural Institute
for Contextual Ministry

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 thems that may be considered as a basis for developing a contextual gospel presentation to people in this site location.

Intercultural Institute
for Contextual Ministry

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.
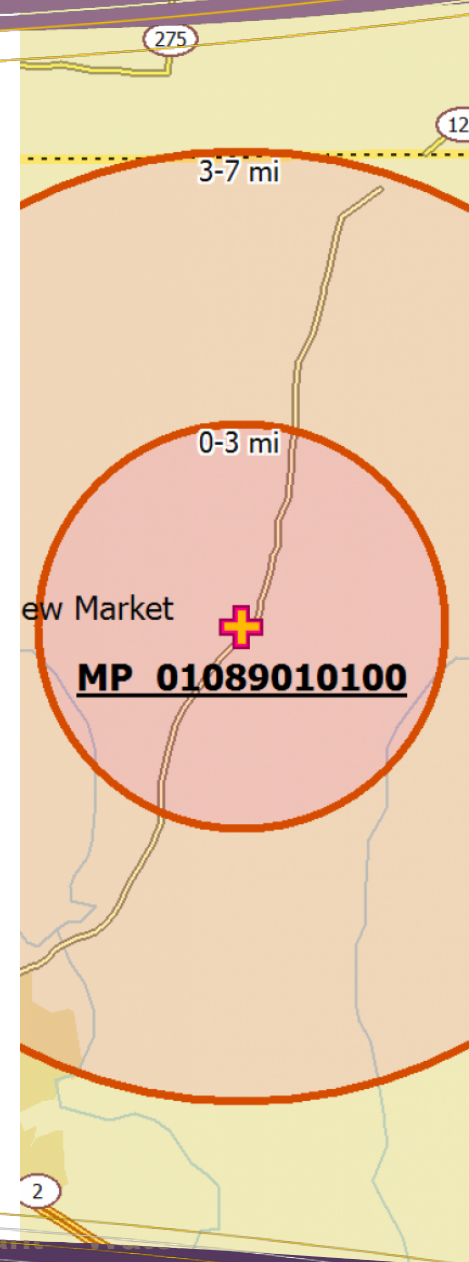
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	61%	69%	69%
You Should Seize Opportunities In Life	54%	56%	56%
Prefer Work Part Of Team Than Alone	34%	33%	34%
Like To Understand About Nature	34%	35%	36%
Important Feel Respected By My Peers	32%	31%	31%
Important To Juggle Various Tasks	31%	28%	28%
Good At Fixing Things	26%	25%	26%
Prefer To Have Few Possessions As Possible	26%	30%	31%
Have Keen Sense Of Adventure	26%	26%	26%
People Have To Take Me As They Find Me	21%	24%	24%
Like To Just Enjoy Life	21%	20%	20%
Is An Important Part Of Who I Am	18%	15%	15%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Worried About Pollution Caused By Cars	18%	21%	21%
Consider Myself Interested In The Arts	17%	16%	17%
Real Men Don't Cry	16%	16%	16%
Looking for New Ideas To Improve Home	16%	16%	16%
Enjoy Spending Time With My Fam.	15%	13%	13%
Provide My Kids With The Little Extras	13%	10%	11%
Try Not To Worry About The Future	12%	12%	12%
Children Should Be Allowed To Express Themselves	6%	5%	5%
Feel Very Alone In The World	5%	4%	4%
Like Spending Most Time With Fam.	5%	5%	5%
Would Like To Set Up Own Business	5%	3%	3%
Decor Particular Interest To Me	3%	4%	4%

Intercultural Institute
for Contextual Ministry
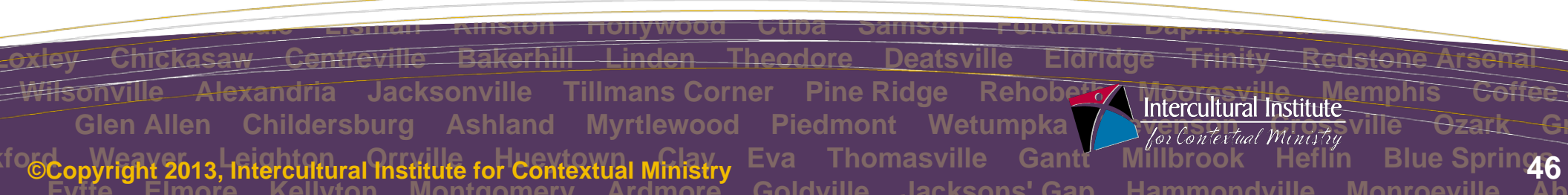
Potential Shared Places

While missional strategy is important, unless someone begins a missional relationship with a non-believer and sharges 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 Restaurant-Visit Any	87.79%	88.77%	88.43%
Fam. Restaurants/Steak Houses-Visit Any	82.97%	87.12%	86.75%
McDonald's	56.52%	60.49%	59.96%
Burger King	39.91%	37.37%	37.34%
Kentucky Fried Chicken (KFC)	31.6%	28.73%	28.58%
Subway	31.49%	34.99%	34.66%
Wendy's	31.29%	32.52%	32.54%
Taco Bell	28.93%	32.77%	32.46%
Applebee's	28.53%	34%	33.54%
Pizza Hut	23.94%	22.91%	22.66%
Arby's	23.31%	26.36%	25.91%
Olive Garden	19.24%	21.97%	22.07%

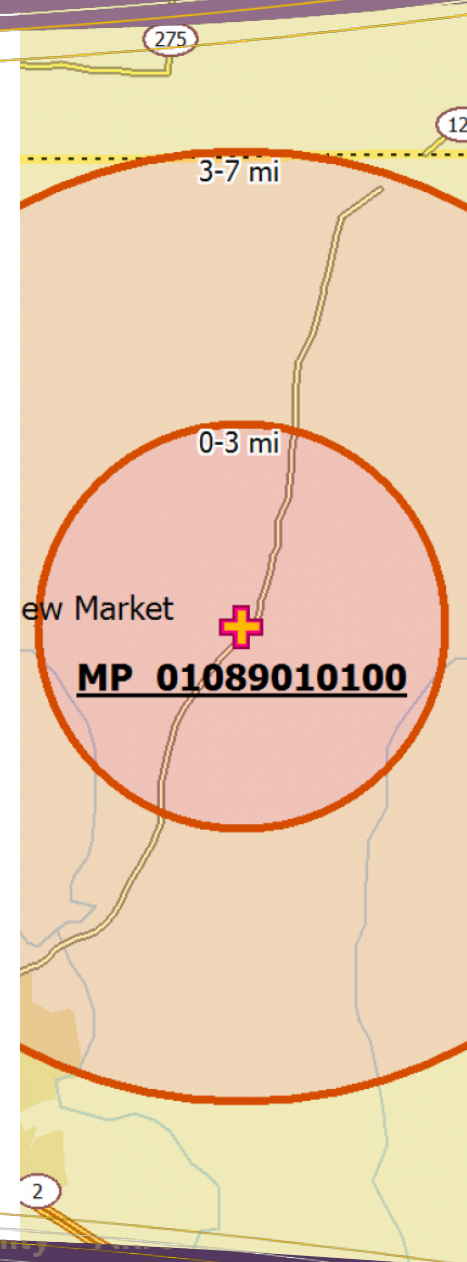| PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Dairy Queen	18.23%	18.57%	18.15%
Sonic	17.87%	17.29%	16.76%
Cracker Barrel	17.15%	18.34%	17.88%
Red Lobster	15.88%	16.3%	16.4%
Hardee's	14.44%	11.85%	11.34%
Chick-Fil-A	13.63%	17.71%	17.57%
Golden Corral	13.32%	12.59%	12.34%
Domino's Pizza	12.67%	13.05%	13.19%
Outback Steakhouse	12.03%	16%	16.23%
Long John Silver's	11.41%	8.51%	8.24%
Ruby Tuesday	11.31%	13.7%	13.65%
IHOP (International House Of Pancakes)	10.84%	13.58%	13.82%

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!

Intercultural Institute
for Contextual Ministry

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.
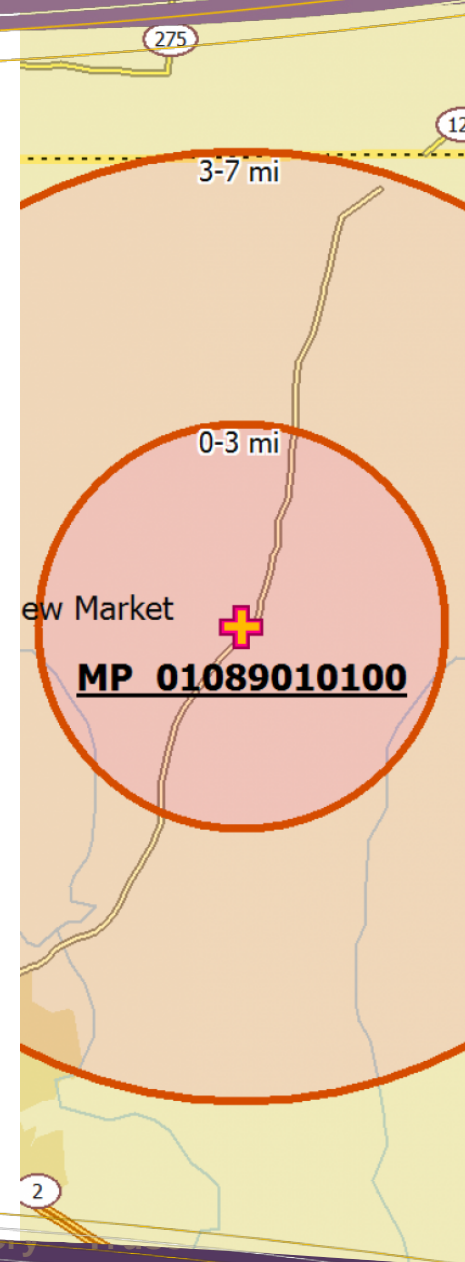
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	43.81%	48.65%	48.88%
Recycled products	29.57%	36.47%	36.46%
Worked as volunteer (non political)	15.14%	18.2%	18.2%
Engaged in fund raising	11.62%	11.78%	11.93%
Religious club member	8%	8.51%	8.57%
Church Board	5.85%	5.34%	5.48%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to elected offcl about publ bus	5.68%	7.33%	7.36%
Union member	5.05%	5.5%	5.56%
Charitable Organization	5.05%	5.45%	5.42%
Wrote to editor of mag or newspaper	4.95%	6.25%	6.23%
Addressed a public meeting	4.46%	5.15%	5.1%
Took active part in local civic issue	4.46%	5.2%	5.3%

Intercultural Institute
for Contextual Ministry

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.

MP 01089010100

Intercultural Institute
for Contextual Ministry

Potential Print Media Content:

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	14.47%	18.28%	18.46%
Children's Books	13.11%	14.36%	14.52%
Mystery	10.53%	12.52%	12.46%
Religious (not Bibles)	9.96%	10.49%	10.48%
Cookbooks	9.78%	10.87%	10.82%
Romance	7.67%	8%	8.03%
History	6.12%	7.56%	7.54%
Personal/Business	5.86%	6.86%	7.01%
Self-help			
Biography	5.67%	6.62%	6.8%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	61.85%	67.3%	67.82%
Gen. Editorial	43.29%	43.96%	44.41%
Womens	39.29%	41.63%	42%
Service	34.02%	38.47%	38.18%
Mens	16.7%	17.88%	17.99%
Fishing/Hunting	15.81%	14.5%	13.93%
Automotive	15.12%	13.49%	13.24%
Parenthood	13.6%	14.69%	14.75%
Business/Finance	13.47%	17.05%	17.64%

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 particpation 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	53.87%	57.22%	57.16%
Classified	37.17%	35.35%	34.88%
Editorial Page	30.95%	32.87%	32.48%
Sport	30.31%	32.16%	32.1%
Comics	26.09%	28.15%	27.89%
Business/Finance	23.42%	29.56%	29.87%
Food/Cooking	22.22%	24.99%	25.04%
Movie Listings & Reviews	22.08%	24.67%	24.91%
TV/Radio Listings	22.08%	23.24%	23.16%
Home/Gardening	19.26%	21.65%	21.64%
Travel	15.54%	19.36%	19.57%
Science/Technology	14.6%	17.8%	17.97%
Fashion	13.41%	14.07%	14.44%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Country	29.65%	28.67%	27.13%
CHR Contemp Hit Radio	16.93%	17.07%	17.12%
Adult Contemporary	15.52%	18.59%	18.32%
Urban Contemporary	13.81%	9.9%	11.37%
Rock	11.09%	14.25%	14.01%
Oldies	9.99%	11.42%	11.48%
Classic Rock	9.69%	11.41%	11.18%
News/Talk	8.46%	12.65%	12.87%
Alternative	7.48%	9.78%	9.88%
Religious	7.01%	7.49%	7.51%
Variety	6.27%	7.09%	7.57%
Soft Contemporary	5.31%	7.95%	7.98%
Gospel	4.49%	3.15%	3.28%
Classic Hits	3.93%	5.84%	5.72%
Jazz	3.5%	4.07%	4.57%
All Talk	3.42%	4.75%	4.92%
All News	3.38%	4.34%	4.84%
Sports	2.67%	3.41%	3.58%

Intercultural Institute
for Contextual Ministry

Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	64.07%	67.7%	67.51%
Satellite Dish	57.65%	60.29%	59.95%
Soapnet	49.79%	51.39%	51.56%
Other Video-On-Demand	41.78%	42.67%	42.57%
Adult Pay Per View TV	36.53%	37.85%	37.63%
Sci-Fi Channel	36.24%	39.42%	39.29%
MSNBC	33.46%	35.89%	35.62%
Nickelodeon	32.21%	34.04%	33.5%
TV Info From Sunday TV Magazine	29.64%	30.32%	30.36%
Subscribe Digital Cable	28.29%	27.3%	27.81%
TV Info From Newspapers	26.34%	28.45%	28.44%
Adult Swim	24.33%	30.26%	30.06%

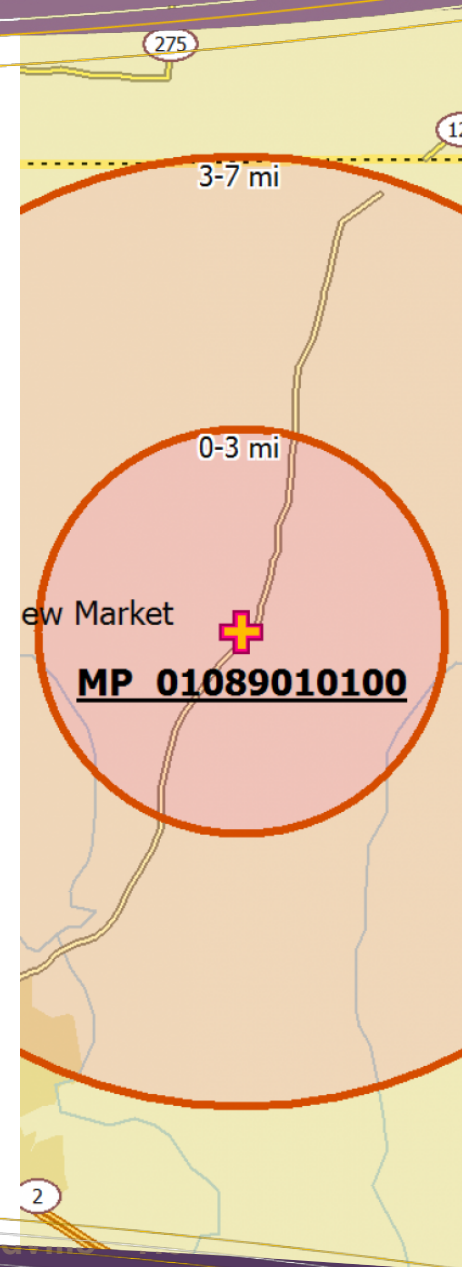| MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Nick At Nite	24.27%	28.81%	28.57%
TCM (Turner Classic Movies)	24.24%	25.69%	25.76%
TV Info From Monthly Cable Guide	23.78%	26.85%	26.72%
Hallmark Channel	23.76%	28.13%	28.19%
USA Network	23.29%	25.08%	25.12%
Video-On-Demand Movies	22.24%	28.49%	28.52%
BET (Black Entertainment TV)	22.01%	23.53%	23.68%
Comedy Central	21.56%	29%	29.58%
Lifetime	20.32%	24.74%	24.69%
Encore	19.64%	23.8%	23.49%
The Golf Channel	19.5%	24.55%	24.69%
TV Info From Other	19.26%	21.24%	21.47%

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+)	17.69%	21.16%	21.19%
Medium Users (4-6)	9.53%	11.25%	11.24%
Light Users (1-3)	20.83%	21.48%	21.63%
Quintiles (20%)			
Newspaper I (Heavy)	1.23%	1.46%	1.41%
Newspaper II	1.23%	1.24%	1.25%
Newspaper III	2.87%	2.26%	2.31%
Newspaper IV	0.59%	0.98%	0.92%
Newspaper V (Light)	1.27%	1.13%	1.09%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	20.14%	20.43%	20.43%
Magazines II	10.25%	9.84%	9.8%
Magazines III	11.18%	11.1%	11.14%
Magazines IV	11.24%	11.5%	11.55%
Magazines V (Light)	0.53%	0.72%	0.76%
Outdoor I (Heavy)	4.81%	5.26%	5.53%
Outdoor II	2.83%	2.06%	2.15%
Outdoor III	2.88%	2.57%	2.71%
Outdoor IV	18.79%	15.74%	15.74%
Outdoor V (Light)	24.52%	24.96%	24.86%
Yellow Pages I (Heavy)	15.23%	14.33%	14.32%
Yellow Pages II	5.15%	4.38%	4.65%
Yellow Pages III	5.11%	4.36%	4.58%
Yellow Pages IV	24.48%	22.97%	22.83%
Yellow Pages V (Light)	3.18%	2.43%	2.55%

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 Quntiles (fifths / 20%)			
Drive Time I & II (Heavy)	3.35%	2.96%	3%
Drive Time III (Medium)	0.95%	0.74%	0.76%
Radio IV & V (Light)	2.8%	2.06%	2.14%
Radio Media Quntiles (fifths / 20%)			
Radio I & II (Heavy)	9.51%	10.19%	10.16%
Radio III (Medium)	5.01%	5.69%	5.64%
Radio IV & V (Light)	3.37%	3.68%	3.77%
Cable TV Quntiles (fifths / 20%)			
Cable I & II (Heavy)	13.15%	16.44%	16.48%
Cable III (Medium)	4.88%	4.46%	4.44%
Cable IV & V (Light)	30.71%	31.65%	31.95%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quntiles (fifths / 20%)			
Prime Time I & II (Heavy)	4.13%	3.26%	3.31%
Prime Time III (Medium)	1.77%	2.14%	2.09%
Prime Time IV & V (Light)	9.15%	11.1%	10.95%
TV Early/Late Fringe Quntiles (fifths / 20%)			
Fringe I & II (Heavy)	41.56%	39.84%	40.07%
Fringe III (Medium)	56.52%	51.46%	51.43%
Fringe IV (Light)	58.04%	57.84%	57.57%
TV All Day Quntiles (fifths / 20%)			
All Day I & II (Heavy)	13.99%	12.73%	13.13%
All Day III (Medium)	27.12%	23.72%	23.7%
All Day IV (Light)	11.72%	11.15%	11.69%

Potential Audio & Prime Time TV Media Usage:

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

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Day-time Radio Listeners			
Dayparts [summary]	10.76%	12.18%	12.25%
6:00am - 10:00am	10.29%	13.18%	13.76%
10:00am - 3:00pm	5.29%	5.42%	5.89%
3:00pm - 7:00pm	13.67%	13.97%	14.15%
7:00pm - Midnight	9.5%	12.31%	12.69%
Midnight - 6:00am	3.87%	4.44%	4.67%
Weekend Radio Listeners			
Dayparts [summary]	13.48%	16.23%	16.15%
6:00am - 10:00am	2.38%	3.41%	3.5%
10:00am-3:00pm	3.48%	3.89%	4.2%
3:00pm - 7:00pm	6.03%	7.56%	7.62%
7:00pm - Midnight	8.57%	10.24%	10.32%
Midnight - 6:00am	8.38%	9.2%	9.41%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	7.03%	10.44%	10.4%
Saturday: 8:00-11:00pm	8.25%	7.91%	7.96%
Sunday: 7:00-11:00pm	9.63%	11.27%	11.12%
9:00am-1:00pm	24.27%	28.81%	28.57%
9:00am-4:00pm	27.71%	32.59%	32.41%
4:00pm-7:00pm	27.07%	31.06%	31.44%
11:00pm-1:00am	40.04%	42.67%	42.47%
AVG Prime time Mon-Sun	2.22%	2.36%	2.53%

Intercultural Institute *for Contextual Ministry*

Potential Weekday & Weekend TV Media Usage:

The table below lists 28 variables related to weekday & weekend media usage at this mission site. For each of the three bands -- 0-3 miles, 3-7 miles, 7-10 miles -- the percent of the households in the entire missional site location that participate in the activity is given. For more detailed information, you can order a MISSIONDEX report that provides 497 consumer behavior and attitudinal variables, each broken down by the participation percent within each lifestyle segment and social group within your missional site location at MissionalContext.org.

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	13.05%	17.04%	17.25%
7-9am	17.8%	21.95%	22.43%
9am-12noon	19.37%	24.91%	24.69%
12noon-4pm	8.34%	7.68%	7.72%
4-6pm	44.12%	51.42%	52.11%
6-7pm	20.96%	21.07%	20.73%
7-7:30pm	1.28%	1.29%	1.43%
7:30-8pm	10.39%	12.09%	11.94%
8-11pm	7.03%	10.44%	10.4%
11pm-12am	33.46%	35.89%	35.62%
11pm-1am	40.04%	42.67%	42.47%
1-6am	25.28%	30.64%	31.06%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	15.98%	18.4%	18.55%
Sat: 10am-1pm	7.79%	7.83%	8.04%
Sat: 1-4pm	25.05%	26.24%	26.17%
Sat: 4-6pm	6.44%	7.22%	7.37%
Sat: 6-7pm	1.52%	1.86%	1.95%
Sat: 7-8pm	0.77%	1.11%	1.18%
Sat: 8-11pm	8.25%	7.91%	7.96%
Sat: 11pm-1am	4.66%	4.53%	4.76%
Sat: 1am-7pm	23.29%	25.08%	25.12%
Sun: 7-10am	2.92%	2.37%	2.41%
Sun: 10am-1pm	7.48%	7.98%	7.87%
Sun: 1-4pm	6.8%	7.25%	7.12%
Sun: 4-7pm	13.69%	16.27%	15.96%
Sun: 7-11pm	9.63%	11.27%	11.12%
Sun: 11pm-1am	3.97%	5.89%	5.87%
Sun: 1-7am	20.82%	24.55%	24.27%

Intercultural Institute for Contextual Ministry
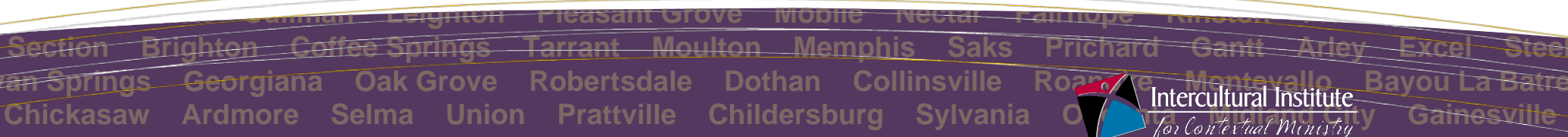
Using the Cultural Bridges, Barriers and Themes

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.

Intercultural Institute
for Contextual Ministry

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 ths 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 disciplemaking 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

Intercultural Institute *for Contextual Ministry*

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.


5 Types of Self-Identity, Communication & Relationships

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

Additional help regarding this MissionSite location may be obtained at www.iicm.net.
IICM provides access to a number of resources:

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

Intercultural Institute
for Contextual Ministry
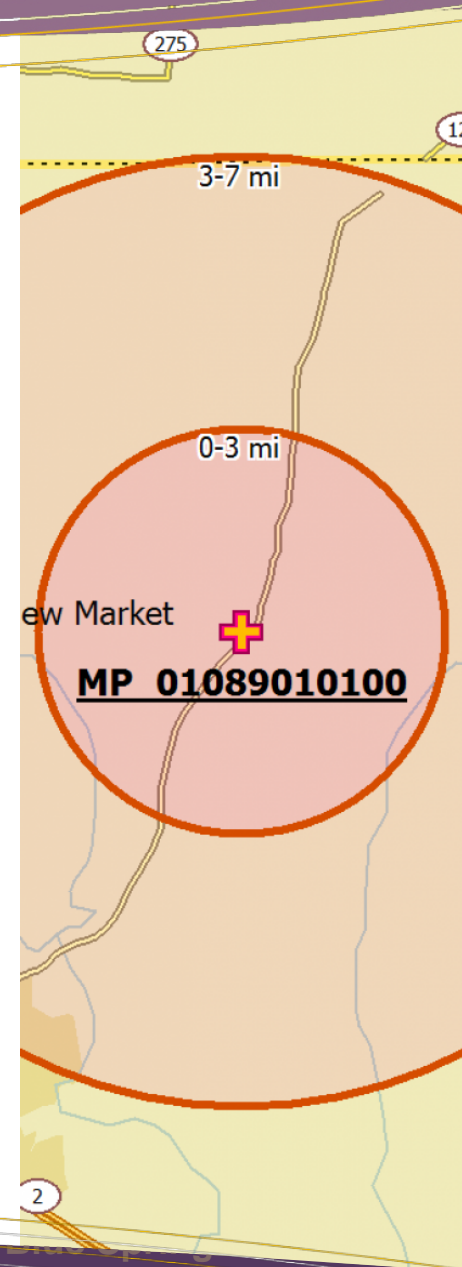
Notes and Sources

1. Sitescape location and Evangelscape spirituality indicators data are datasets created by the staff of IICM by cross-tabulating multiple datasets from ScanUS, Experian, Simmons Market Research Bureau and TheAmericanChurch.org. These datasets are updated annually.

2. Demographic data are copyrighted by ScanUS and are licensed from ScanUS.

3. MOSAIC segmentation data are copyrighted by Experian US and are licensed through ScanUS

4. The consumer behavior data from Mediamark Research & Intelligence is copyrighted by them and is licensed through ScanUS.

5. The consumer behavior data from Simmons Market Research Bureau is copyrighted by them and is licensed through ScanUS.

6. The data from the departments of the US government is public data. US government sources include: Bureau of the Census, Department of Commerce; Economic Research Service, Department of Agriculture; National Center for Education Statistics, Department of Education.

Intercultural Institute
for Contextual Ministry

APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
1	Neeley's Chapel	3514 Winchester Rd. NE New Market, AL 35761	1.41 mi	38	Plateauing
2	New Market	P. O. Box 128 New Market, AL 35761	1.60 mi	53	Growing
3	Patterson Road	728 W Arbor Dr NW Huntsville, AL 35811	1.85 mi	21	Growing
4	Union Grove	1498 Butler Rd New Market, AL 35761	2.86 mi	115	Plateauing
5	Hurricane Grove	863 Upper Hurricane Rd New Market, AL 35761	3.18 mi	41	Growing
6	Locust Grove	171 County Lake Rd New Market, AL 35761	3.25 mi	413	Plateauing
7	Flint River Fist	8519 Moores Mill Rd Meridianville, AL 35759	3.90 mi	40	Growing
8	Celebration	2940 Winchester Rd New Market, AL 35761	4.07 mi	162	Growing
9	Hayes Chapel	199 Saint Clair Rd New Market, AL 35761	5.15 mi	81	Plateauing
10	Bethsaida	906 Boles Rd Hazel Green, AL 35750	5.72 mi	14	Plateauing
11	Flint River	12945 Hwy. 231/431 N Hazel Green, AL 35750	6.77 mi	638	Declining
12	Hazel Green First	225 Hunt Dr Hazel Green, AL 35750	6.97 mi	389	Growing
13	Oakley	540 Oakley Chapel Rd New Market, AL 35761	7.12 mi	73	Plateauing
14	Bevill's Chapel	592 Bevills Church Rd Hazel Green, AL 35750	7.19 mi	106	Plateauing
15	Winchester Road	1262 Winchester Rd NE Huntsville, AL 35811	7.40 mi	185	Growing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
16	Meridianville First	175 Monroe Rd Meridianville, AL 35759	7.41 mi	331	Growing
17	Antioch	139 Countess Rd NE Huntsville, AL 35810	7.93 mi	99	Growing
18	Wears Chapel	938 Ryland Pike Huntsville, AL 35811	8.63 mi	42	Declining
19	Christ Church	PO Box 18725 Huntsville, AL 35804	8.69 mi	52	Declining
20	Cornerstone	1091 Ryland Pike Huntsville, AL 35811	8.93 mi	208	Growing
21	Pleasant Springs	409 Winchester Rd NE Huntsville, AL 35811	9.04 mi	106	Growing
22	Fellowship	308 Wall Rd Huntsville, AL 35811	9.50 mi	34	Declining
23	New Birth Missionary	4640 Meridian St N Huntsville, AL 35811	10.03 mi	75	Declining
24	Charity	1127 Charity Ln Hazel Green, AL 35750	10.08 mi	37	Growing
25	Murphy Hill	626 Murphy Hill Rd Toney, AL 35773	10.39 mi	158	Declining
26	Brownsboro	4315 Highway 72 E Brownsboro, AL 35741	10.67 mi	183	Growing
27	Oak Park	2105 Cloys Ave NE Huntsville, AL 35811	10.90 mi	132	Growing
28	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	11.34 mi	104	Plateauing
29	Northside	2900 Meridian St N Huntsville, AL 35811	11.36 mi	89	Plateauing
30	Monte Sano	605 Monte Sano Blvd SE Huntsville, AL 35801	11.47 mi	52	Plateauing

Intercultural Institute
for Contextual Ministry

	CHURCH	ADDRESS	DISTANCE	WRSHP AVG	IICM CGR
31	East Huntsville	808 Maysville Rd NE Huntsville, AL 35801	11.72 mi	50	Growing
32	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	12.26 mi	366	Plateauing
33	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	12.32 mi	37	Growing
34	Five Points	801 Beirne Ave NE Huntsville, AL 35801	12.41 mi	68	Declining
35	Bethlehem Hazel Green	1936 Elkwood Section Rd Hazel Green, AL 35750	12.46 mi	562	Plateauing
36	Bethany	PO Box 3178 Huntsville, AL 35810	12.85 mi	83	Declining
37	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	12.90 mi	102	Declining
38	Third Baptist	1116 Church St NW Huntsville, AL 35801	12.92 mi	58	Declining
39	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	12.96 mi	216	Growing
40	Mt. Nebo	PO Box 50 Hollytree, AL 35751	12.99 mi	67	Growing
41	Calvary	1267 Opp Reynolds Rd Toney, AL 35773	13.37 mi	86	Plateauing
42	West Mastin Lake	PO Box 3332 Huntsville, AL 35810	13.43 mi	90	Plateauing
43	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	13.59 mi	209	Declining
44	Halls Chapel	P O Box 122 Princeton, AL 35766	13.61 mi	16	Plateauing
45	Gurley First	PO Box 126 Gurley, AL 35748	13.94 mi	68	Plateauing

Intercultural Institute
for Contextual Ministry

Intercultural Institute
for Contextual Ministry

6 Wateroak Court
North Augusta, SC 29841

In Partnership with:

Alabama Baptist Convention
State Board of Missions
This resource is made possible by gifts of Alabama Baptists through the Cooperative Program.

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.

CONTACT US:

Email:	cwatke@iicm.net
Office:	803-279-5828
Web:	www.iicm.net
	www.apept.org
	www.missionalcoach.org
	www.missionalcontext.org
	www.missionalcorps.org
	www.missionalcyclopedia.org
	www.missionalzipcode.org
	www.missionalpartners.org

Intercultural Institute
for Contextual Ministry