

MissionSite

top unreached locations



MADISON, AL

CENSUS TRACT: 01089010612

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

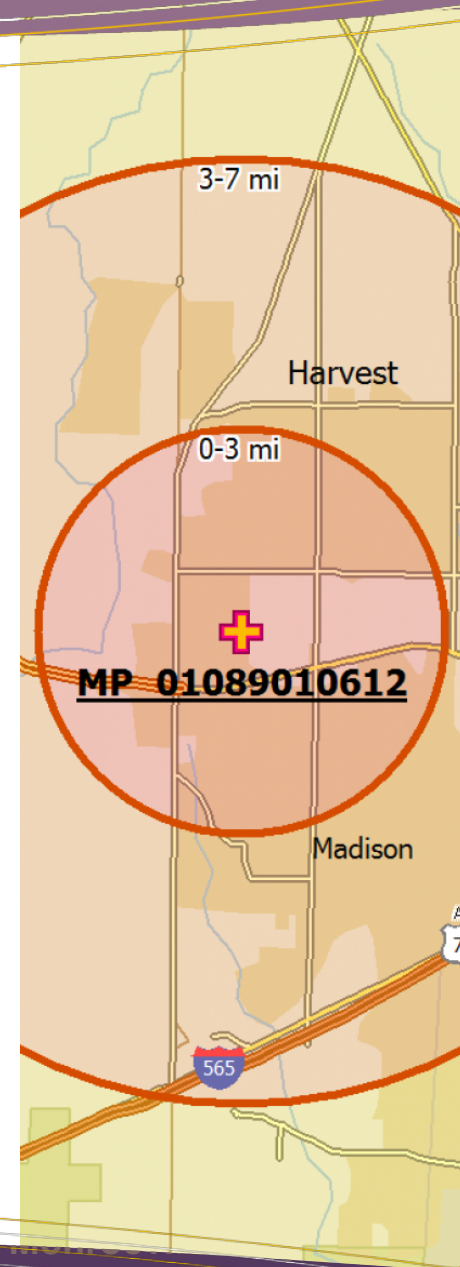
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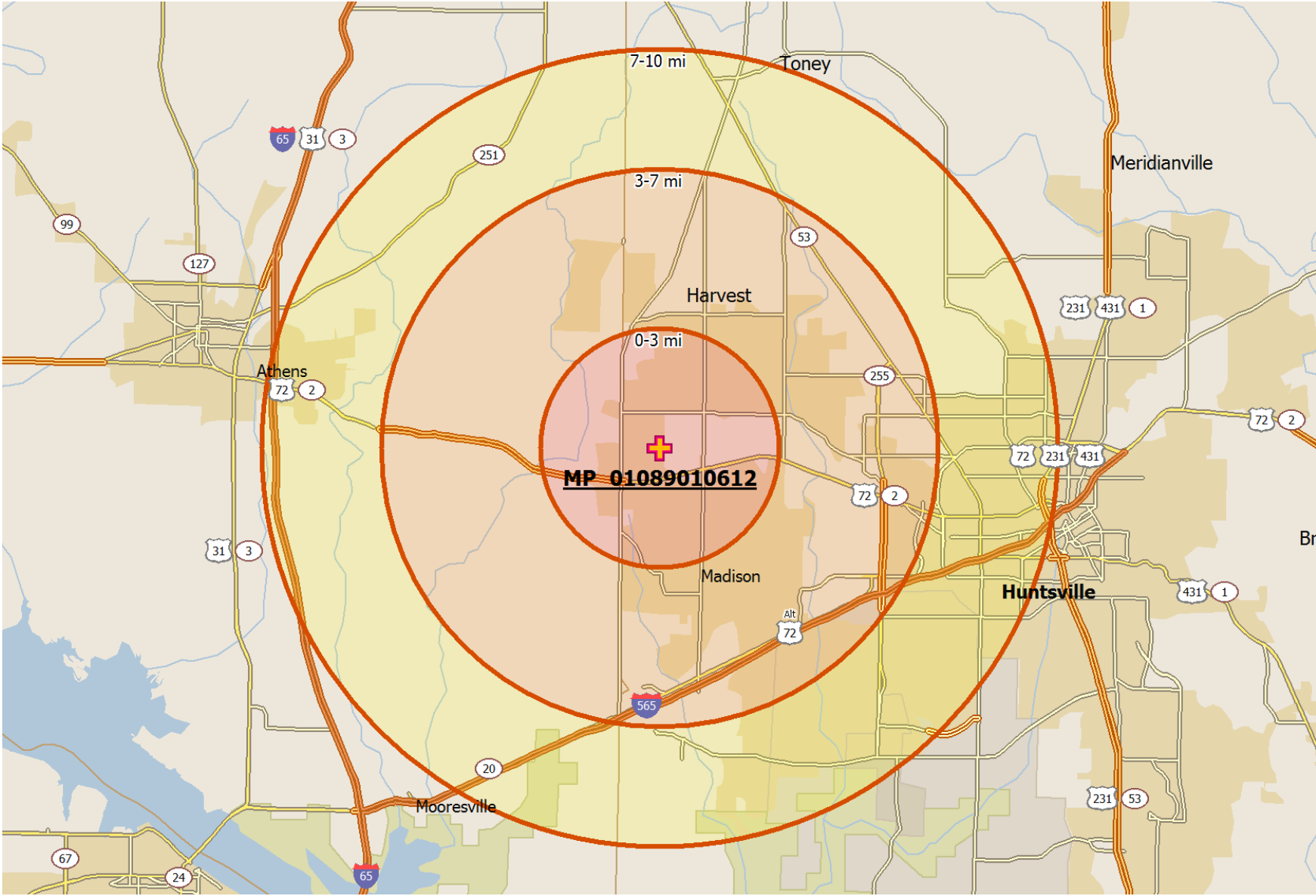
Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35757	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	22	Suburb: Midsize: Territory outside a principal city and inside an urbanized area 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.

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	38,464	81,572	77,818
2010 Households	13,389	31,311	30,809
2010 Group Quarters Population	142	4,420	3,193

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	40	37	39
Language Diversity National Index	35	32	33
Foreign Born Diversity National Index	84	85	94
Ancestry Diversity National Index	56	48	8
Racial Diversity National Index	46	51	74

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



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	9,979	74.53%
Mainstay Communities	Established, Diverse Households	1,172	8.75%
Working Communities	Blue-collar, Working Families	377	2.82%
Country Communities	Rural, Agri. & Mining Families	103	0.77%
Aspiring Communities	Young Singles / Aspiring-Multihousing	1,473	11%
Urban Communities	High Density, Inner-city Neighborhoods	286	2.14%

Using the Site Location Summary

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

Issues for Your Consideration

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

Using the Site Location Summary

Issues for Your Consideration - continued

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

Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	9,239	10.17%
Unreached %	68.91%	69.01%	100.14
Religious But NOT Evangelical HH	24,922	2,216	8.89%
Religious But NOT Evangelical %	18.91%	16.55%	87.53
Spiritual But NOT Relig or Evang HH	13,277	1,653	12.45%
Spiritual But NOT Relig or Evang %	10.07%	12.35%	122.56
Not Evangelical, Not Interested HH	52,881	5,370	10.15%
Not Evangelical, Not Interested %	40.13%	40.11%	99.95



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	8	8.7%
Active ALSBOM Attenders	18,746	2,679	14.29%
Active Evangelical Households	26,971	2,732	10.13%
Active Evangelical Percent	20.47%	20.41%	99.71
Inactive Evangelical Households	13,997	1,418	10.13%
Inactive Evangelical Percent	10.62%	10.59%	99.7
# New Churches Needed	0	0	0%



Spirituality Indicators - 30 Closest ALSBOM Churches

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

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
1	The Brook	0.75 mi	510	Plateauing
2	Wall Highway	1.11 mi	468	Growing
3	Trinity	1.69 mi	377	Growing
4	Community	1.83 mi	69	Declining
5	Haven	1.95 mi	58	Growing
6	Mount Zion	2.49 mi	582	Growing
7	Capshaw	2.67 mi	520	Plateauing
8	The Grove	2.86 mi	95	Plateauing
9	Crosspointe Church	3.56 mi	352	Growing
10	Christ Way	3.68 mi	23	Growing
11	Madison Korean	4.31 mi	0	Plateauing
12	Madison First	4.33 mi	350	Declining
13	Sherwood	5.48 mi	209	Declining
14	Liberty	5.52 mi	92	Growing
15	Fairview	5.56 mi	133	Growing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Pineview	5.87 mi	148	Growing
17	Woodland Hill	5.89 mi	88	Declining
18	Midway	5.98 mi	113	Growing
19	West Mastin Lake	6.51 mi	90	Plateauing
20	Harvest	6.51 mi	233	Plateauing
21	Highlands	6.59 mi	209	Declining
22	University	7.21 mi	442	Declining
23	Bethany	7.27 mi	83	Declining
24	New Hope	7.30 mi	104	Growing
25	Westlawn	7.73 mi	124	Plateauing
26	Meadow Drive	8.17 mi	20	Declining
27	The Fellowship of Faith	8.47 mi	216	Growing
28	Hillsboro Heights	8.58 mi	167	Plateauing
29	Lao/Thai Mission	8.58 mi	44	Declining
30	Huntsville Park	8.74 mi	159	Plateauing

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.

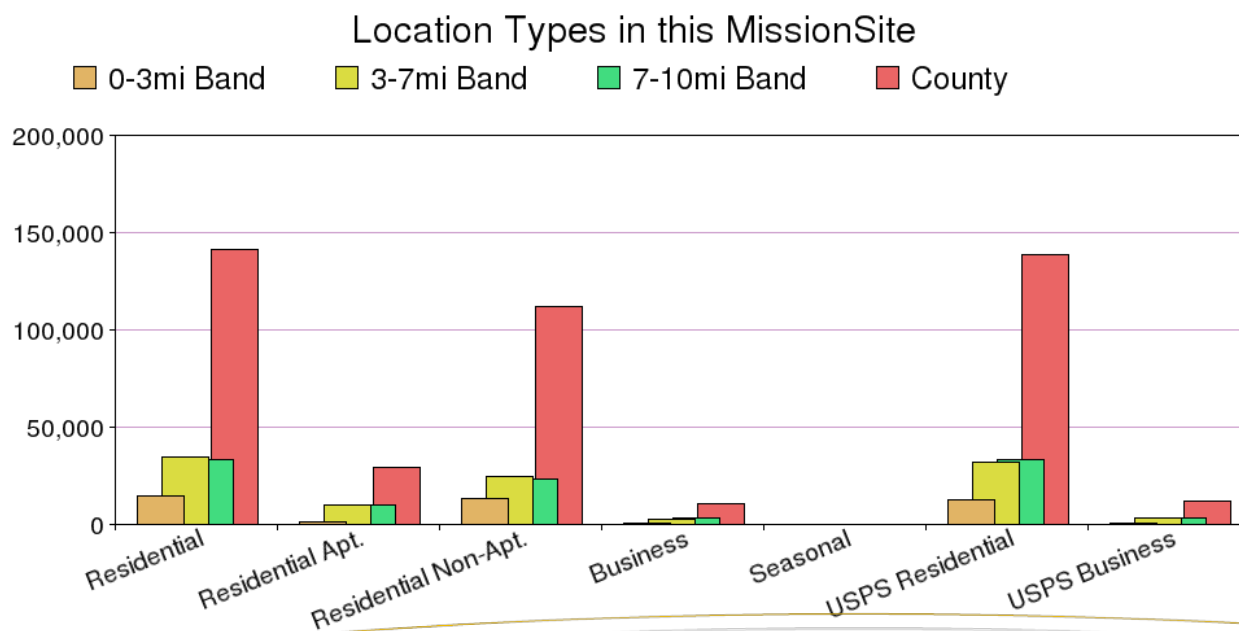


Current Demographic Summary

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	10,121	4.24%
2000 Population	276,700	23,711	8.57%
2010 Population	334,713	38,464	11.49%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,210	3,699	4.06%
2000 Households	109,955	8,270	7.52%
2010 Households	131,781	13,389	10.16%



Location Type	0-3mi Band
Residential	14,487
Residential Apt.	1,257
Residential Non-Apt.	13,230
Business	600
Seasonal	0
USPS Residential	12,866
USPS Business	678

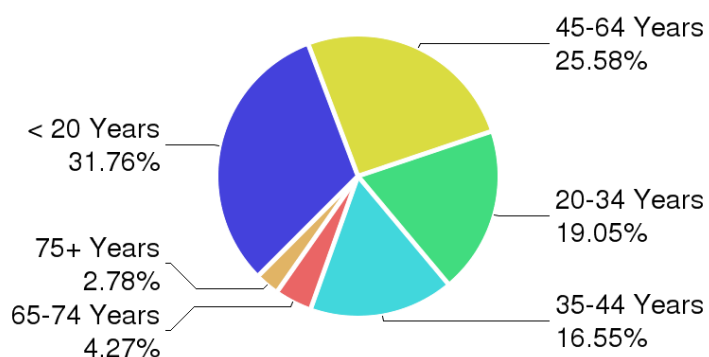
Current Demographic Summary

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%	7.14%	133.71
4-5 Years	2.57%	3.3%	128.4
6-8 Years	3.8%	5%	131.58
9-11 Years	3.87%	4.89%	126.36
12-13 Years	2.62%	3.27%	124.81
14-17 Years	5.51%	5.61%	101.81
18-19 Years	2.84%	2.55%	89.79
0-5 Years	7.9%	10.44%	132.15
6-12 Years	8.98%	11.52%	128.29
13-19 Years	9.66%	9.8%	101.45
< 20 Years	26.54%	31.76%	119.67
20-34 Years	20.42%	19.05%	93.29
35-44 Years	13.01%	16.55%	127.21
45-64 Years	26.8%	25.58%	95.45
65-74 Years	7.3%	4.27%	58.49
75+ Years	5.92%	2.78%	46.96
Median Age	37	35	92.52
Median Age (Male)	36	34	95.01
Median Age (Female)	39	35	89.62

Age Group Percentages

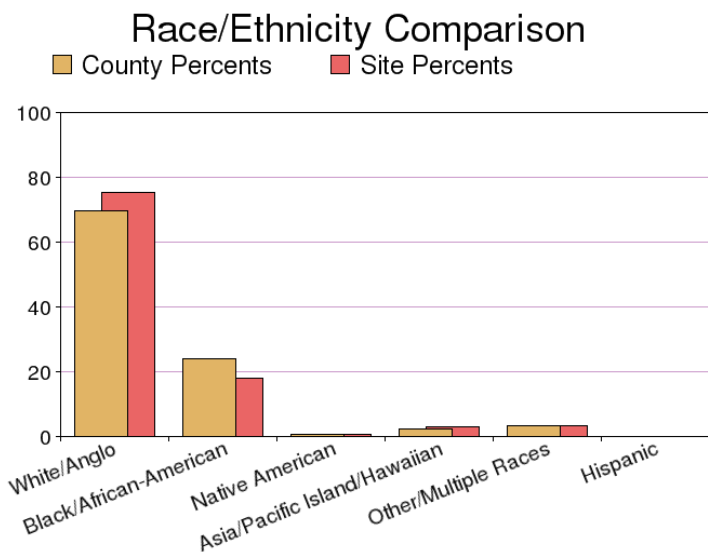


Current Demographic Summary

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%	75.21%	108.07
Black, African-American	24.05%	17.98%	74.75
Native American	0.65%	0.6%	92.89
Asian	2.37%	2.9%	122.17
Pacific Island, Hawaiian	0.06%	0.09%	154.9
Other/Multiple Races	3.28%	3.22%	98.16
Hispanic	0%	3.86%	0



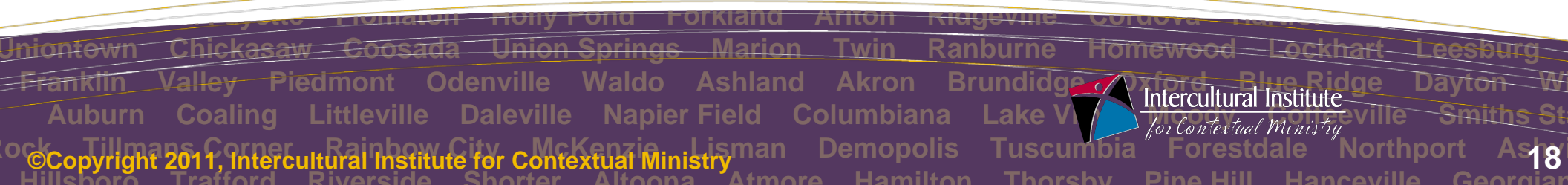
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	24,412	
Less than 9th Grade	3.83%	1.77%	217.02
No High School Diploma	7.94%	4.02%	197.36
High School Graduate	23.15%	15.97%	144.97
Some College, no degree	20.19%	19.24%	104.96
Associate Degree	6.53%	7.8%	83.78
College Degree	25.17%	33.82%	74.43
Graduate/Prof. degree	13.18%	17.38%	75.82

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%	2.04%	37.94
\$10,000 to \$19,999	10.05%	4.27%	42.52
\$20,000 to \$29,999	10.7%	6.53%	61.01
\$30,000 to \$49,999	18.71%	13.87%	74.11
\$50,000 to \$59,999	8.06%	7.24%	89.92
\$60,000 to \$69,999	7.33%	7.48%	101.94
\$70,000 to \$79,999	6.34%	8.39%	132.49
\$80,000 to \$89,999	5.13%	7.71%	150.15
\$90,000 to \$99,999	3.81%	5.87%	153.98
\$100,000 to \$124,999	9.62%	15.44%	160.52
\$125,000 to \$149,999	5.31%	9.78%	184.11
\$150,000 to \$199,999	5.53%	8.19%	148.17
\$200,000 to \$249,999	1.39%	1.8%	129.9
\$250,000 or more	1.69%	1.36%	80.26
Median Household	55,208	80,742	146.25
Average Household	73,838	90,877	123.08
Per Capita Household	29,765	31,637	106.29
Family/Non-Family Household Income			
Median Family Income	70,258	93,098	132.51
Average Family Income	88,537	100,965	114.04
Median Non-Family Income	32,776	47,872	146.06
Average Non-Family Income	45,483	55,358	121.71



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%	77.06%	117.01
Families with Children	31.51%	41.1%	130.44
Families without Children	34.35%	35.96%	104.69
Non-Family Households			
% Non-Family Households	34.14%	22.94%	67.18
Non-Families with Children	0.34	0.12	35.31
Non-Families without Children	33.8	22.82	67.5
Housing Units			Index
Total Housing Units	147,407	14,534	
Vacant percent	10.6%	7.88%	74.32
Owned percent	62.98%	80.71%	128.15%
Rented Percent	26.42%	11.41%	43.18
Households by Size			Index
Avg household size	2.48	2.86	115.32
Avg family hh size	3.15	3.35	106.35
Avg non-family hh size	1.19	1.21	101.68
Households By Count of Persons			Percent
One	38,867	2,626	6.76%
Two	40,118	3,750	9.35%
Three or Four	41,415	5,505	13.29%
Five+	11,381	1,508	13.25%

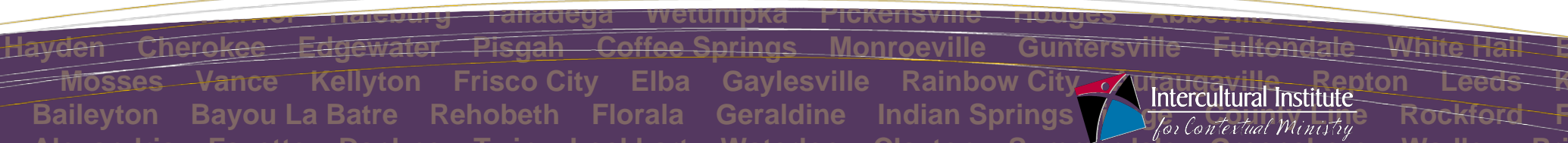
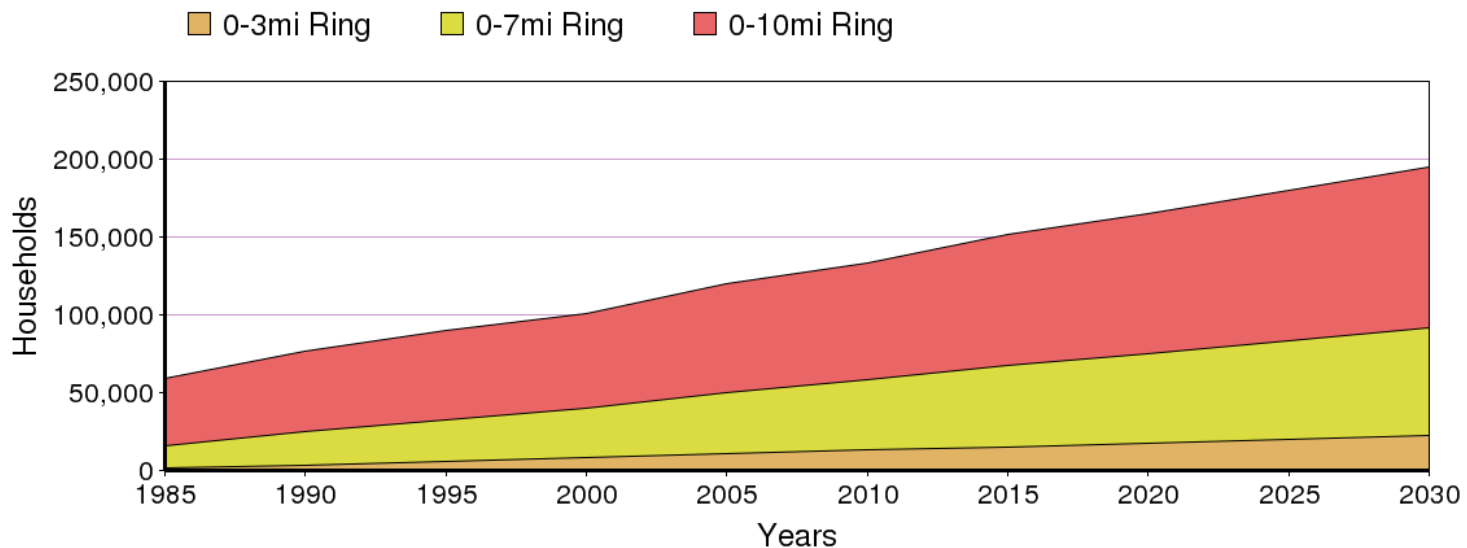
Projected Demographic Summary

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	10,121	4.24%
2000 Population	276,700	23,711	8.57%
2010 Population	334,713	38,464	11.49%
2015 Population	369,521	43,924	11.89%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,210	3,699	4.06%
2000 Households	109,955	8,270	7.52%
2010 Households	131,781	13,389	10.16%
2015 Households	145,733	15,268	10.48%

Household Change from 1985 to 2030



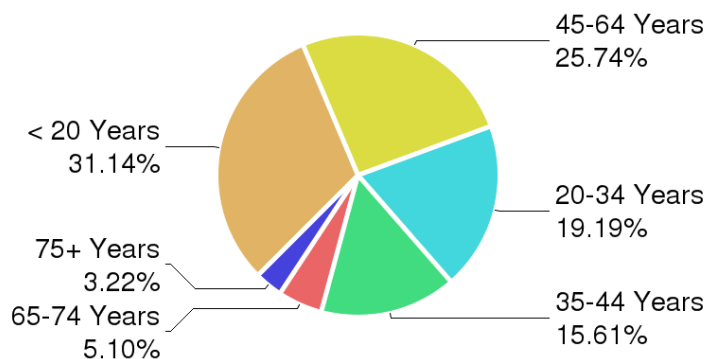
Projected Demographic Summary

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	7.14%	7.48%	104.76
4-5 Years	3.3%	3.35%	101.52
6-8 Years	5%	4.98%	99.6
9-11 Years	4.89%	4.75%	97.14
12-13 Years	3.27%	3.05%	93.27
14-17 Years	5.61%	5.18%	92.34
18-19 Years	2.55%	2.34%	91.76
0-5 Years	10.44%	10.83%	103.74
6-12 Years	11.52%	11.28%	97.92
13-19 Years	9.8%	9.03%	92.14
< 20 Years	31.76%	31.14%	98.05
20-34 Years	19.05%	19.19%	100.73
35-44 Years	16.55%	15.61%	94.32
45-64 Years	25.58%	25.74%	100.63
65-74 Years	4.27%	5.1%	119.44
75+ Years	2.78%	3.22%	115.83
Median Age	37	35	94.28
Median Age (Male)	36	35	96.3
Median Age (Female)	39	36	93.43

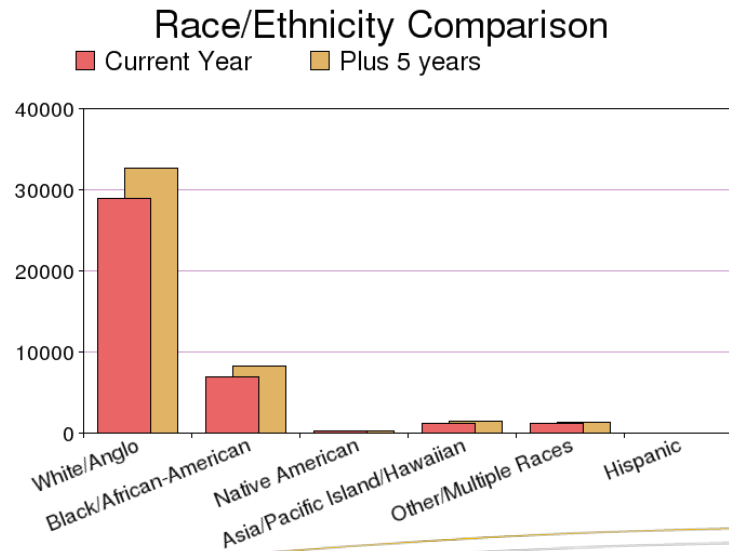
Projected Age Group Percentages



Projected Demographic Summary

A comparison between the current and PROJECTED demographic summary of race/ethnicity and education categories for the site location for five years from the current year appears on the right.

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



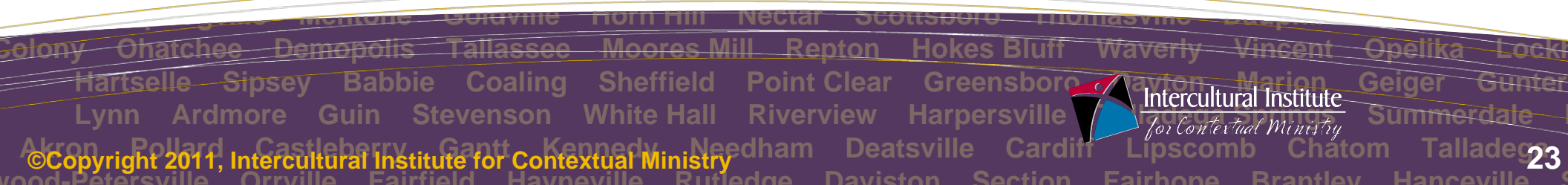
CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
Race/Ethnicity			
White, Anglo	75.21%	74.46%	99.01
Black, African-American	17.98%	18.78%	104.5
Native American	0.6%	0.58%	96.29
Asian	2.9%	3.14%	108.46
Pacific Island, Hawaiian	0.09%	0.08%	90.15
Other/Multiple Races	3.22%	2.95%	91.52
Hispanic	0%	0%	0

Education of Adults (25 yrs+)			
Total Adults over age 25 years.	24,412	28,160	
Less than 9th Grade	1.77%	1.58%	89.31
No High School Diploma	4.02%	3.73%	92.69
High School Graduate	15.97%	16.64%	104.17
Some College, no degree	19.24%	17.9%	93.08
Associate Degree	7.8%	8.06%	103.45
College Degree	33.82%	34.21%	101.15
Graduate/Prof. degree	17.38%	17.88%	102.83

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	2.04%	1.81%	88.98
\$10,000 to \$19,999	4.27%	3.84%	89.99
\$20,000 to \$29,999	6.53%	6.13%	93.91
\$30,000 to \$49,999	13.87%	12.92%	93.12
\$50,000 to \$59,999	7.24%	6.79%	93.66
\$60,000 to \$69,999	7.48%	6.91%	92.42
\$70,000 to \$79,999	8.39%	8.06%	89.72
\$80,000 to \$89,999	7.71%	7.51%	92.54
\$90,000 to \$99,999	5.87%	5.51%	93.94
\$100,000 to \$249,999	15.44%	16.51%	106.91
\$125,000 to \$149,999	9.78%	10.79%	110.34
\$150,000 to \$199,999	8.19%	9.33%	113.91
\$200,000 to \$249,999	1.8%	2.03%	112.8
\$250,000 or more	1.36%	1.54%	113.23
Median Household	80,742	86,130	106.67
Average Household	90,877	97,987	107.82
Per Capita Household	31,637	34,064	107.67
Family/Non-Family Household Income			
Median Family Income	93,098	98,581	105.89
Average Family Income	100,965	110,111	109.06
Median Non-Family Income	47,872	51,175	106.9
Average Non-Family Income	55,358	57,953	104.69



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	77.06%	75.22%	97.6
Families with Children	41.1	38.1	92.7
Families without Children	35.96	39.17	108.93
Non-Family Households			
% Non-Family Households	22.94%	24.78%	108.05
Non-Families with Children	0.12	0.16	108.05
Non-Families without Children	22.82	24.63	107.93
Housing Units			
Total Housing Units	14,534	16,576	114.05%
Vacant percent	7.88%	7.89%	100.16
Owned percent	80.71%	80.83%	100.15
Rented Percent	11.41%	11.28%	98.89
Households by Size			
Avg household size	2.86	2.87	100.35%
Avg family hh size	3.35	3.43	102.39%
Avg non-family hh size	1.21	1.16	95.87%
Households By Count of Persons			
One	2,626	3,211	122.28%
Two	3,750	4,074	108.64%
Three or Four	5,505	6,190	112.44%
Five+	1,508	1,794	118.97%

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	880	3,658	2,631
Northern Europe	71	201	208
Western Europe	122	351	246
Southern Europe	11	11	14
Eastern Europe	20	78	41
Other Europe	0	0	0
Eastern Asia	144	495	342
So. Central Asia	161	425	235
SE Asia	103	299	155
Western Asia	7	188	52
Other Asia	0	12	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	12	52	84
Middle Africa	9	11	5
Northern Africa	0	46	26
Southern Africa	0	35	30
Western Africa	63	134	129
Other Africa	0	33	17
Oceania	0	24	13
Caribbean	38	578	339
Central Amer.	63	318	532
South America	5	23	39
North America	51	344	124
Born at sea	0	0	0

Language Summary

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

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
English only	17,504	56,607	61,243
Spanish	464	1,427	1,583
Other Indo-Euro language	497	1,315	878
French (incl. Patois, Cajun)	126	353	274
French Creole	0	30	19
Italian	31	34	30
Portuguese	19	23	0
German	138	395	330
Yiddish	0	0	4
Other West Germanic	18	19	8
A Scandinavian Language	5	18	11
Greek	0	15	12
Russian	0	56	30
Polish	0	4	18
Serbo-Croatian	0	0	0
Other Slavic Language	0	6	11
Armenian	0	43	8
Persian	0	103	49
Gujarathi	31	27	22
Hindi	87	19	0
Urdu	15	65	4

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	7	40	9
Asian/PI languages	0	0	0
Chinese	26	250	115
Japanese	18	140	43
Korean	97	210	153
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	14	19	9
Laotian	0	33	21
Vietnamese	43	153	124
Other Asian	19	177	114
Tagalog	19	25	26
Other Pacific Is	0	69	15
Other languages	52	382	265
Navajo	0	0	7
Other Native N. American	7	42	21
Hungarian	0	6	0
Arabic	9	178	47
Hebrew	0	13	10
African languages	36	133	177
Other unspecified	0	10	3



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	16,817	51,767	53,465
Arab	32	248	105
Armenian	9	43	8
Austrian	41	51	23
British	74	475	206
Canadian	26	65	33
Croatian	0	10	3
Czech	22	95	54
Czechoslovak	25	52	16
Danish	8	70	27
Dutch	209	423	302
English	2,122	4,466	2,952
European	337	715	513
Finnish	32	52	24
French (not Basque)	355	681	413
French Canadian	63	211	103
German	1,884	4,755	2,508
Greek	15	65	26
Hungarian	47	34	34
Iranian	0	117	65

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	1,510	3,680	2,561
Italian	581	993	491
Lithuanian	8	46	1
Norwegian	155	398	122
Polish	181	543	386
Portuguese	19	43	29
Romanian	46	58	16
Russian	14	131	68
Scandinavian	30	52	9
Scotch-Irish	450	1,258	781
Scottish	320	895	553
Slovak	19	47	4
Subsaharan African	170	764	693
Swedish	221	173	76
Swiss	5	41	20
Ukrainian	26	13	9
US/American	2,751	7,447	7,104
Welsh	158	232	74
West Indian	44	746	423
Yugoslavian	6	21	11
Other	4,802	21,559	32,621

Using the Demographic Indicators

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

Issues for Your Consideration

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



Using the Demographic Indicators

Issues for Your Consideration - continued

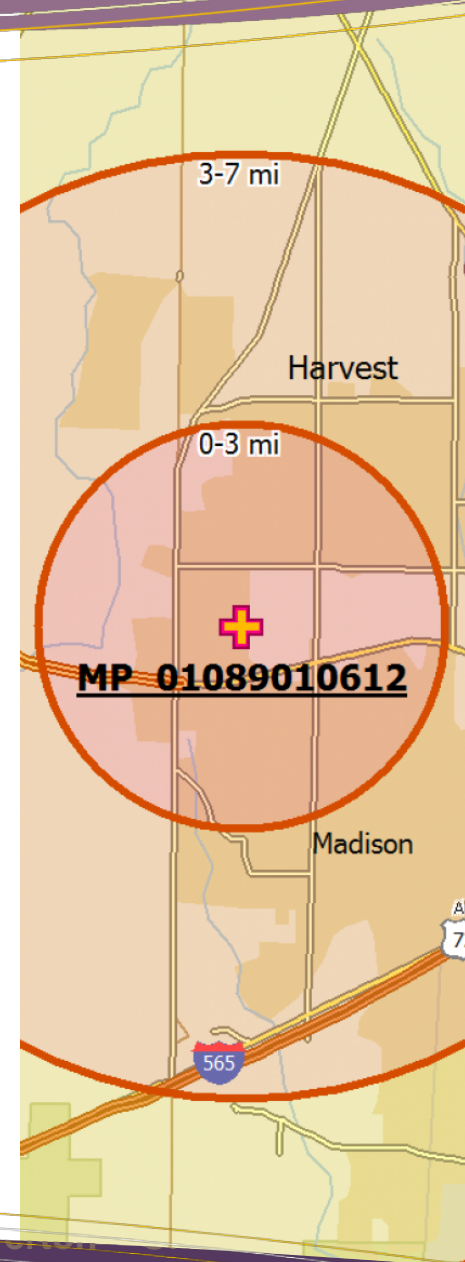
4. Socioeconomics has a profound effect on many aspects of ministry and missional design. Pages 18 & 23 highlight income categories at the site compared to county percentages and 5 year projections. What are the dominant economic categories for this location? How does this site compare to the rest of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



Unreached Households by Lifestyle Segment

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

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



Camp Hill Ashford Greensboro Woodland Pine Ridge Henagar Attalla Waverly Boaz Jasper Alabaster
Lisman Chatom Northport Rockford New Hope Mount Vernon Newbern Pollard Rob
nd Emelle Florence Southside Ozark Sumiton Birmingham Camden Auburn Abbeville Holt Vance
rd Elberta Homewood Citronelle Fairfield Heath Creola Louisville Kinsey Geiger Yellow Bluff Annis

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	13,389	100%	9,239	100%
AFFLUENT SUBURBIA	8,880	66.32%	6,107	66.1%
America's Wealthiest	0	0%	0	0%
Dream Weavers	2,128	15.89%	1,523	16.48%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	804	6%	539	5.83%
Small Town Success	1,699	12.69%	1,177	12.74%
New Suburbia Fam.	4,249	31.74%	2,868	31.04%
UPSCALE AMERICA	1,099	8.21%	762	8.25%
Status Conscious Consumers	24	0.18%	17	0.18%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	808	6.03%	542	5.87%
Solid Suburban Mix	166	1.24%	127	1.37%
2nd Generation Success	11	0.08%	8	0.09%
Successful Urban Sprawl	90	0.67%	68	0.74%
SM TWN SUCCESS	1,169	8.73%	761	8.24%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	911	6.8%	593	6.42%
Urban Optimists	67	0.5%	46	0.5%
Family Convenience	185	1.38%	118	1.28%
Mid-Market Enterprise	6	0.04%	4	0.04%

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	13,389	100%	9,239	100%
BLUE COLLAR BACKBONE	140	1.05%	84	0.91%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	140	1.05%	84	0.91%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
AMER. DIVERSITY	3	0.02%	2	0.02%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	2	0.01%	1	0.01%
Urban Advancement	1	0.01%	1	0.01%
Amer. Great Outdoors	0	0%	0	0%
Mature America	0	0%	0	0%
METRO FRINGE	237	1.77%	162	1.75%
Steadfast Conservative	206	1.54%	141	1.53%
Moderate Conventionalists	31	0.23%	21	0.23%
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	13,389	100%	9,239	100%
REMOTE AMERICA	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%
ASPIRING CONTEMP'S	1,473	11%	1,092	11.82%
Young Cosmopolitans	153	1.14%	120	1.3%
Minority Metro Communities	1,237	9.24%	916	9.91%
Stable Careers	0	0%	0	0%
Aspiring Hispania	83	0.62%	56	0.61%
RURAL VILLAGES & FARMS	103	0.77%	70	0.76%
Industrious Country Living	103	0.77%	70	0.76%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	0	0%	0	0%
Hinterland Fam.	0	0%	0	0%



Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHlds	0-3 HH & Percent		Unreached HH & Percent	
Total	13,389	100%	9,239	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	286	2.14%	199	2.15%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	19	0.14%	12	0.13%
Af. Amer. Neighborhoods	267	1.99%	187	2.02%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
VARYING LIFESTYLES	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

Identifying Focus Groups in this Location

Within the 0-3 mile, 3-7 mile and 7-10 mile bands of this site location, there are several types of people groups including ethnic, lifestyle, lifestage, and socio-religious people groups. A focus group is a group of people to whom you feel especially called to reach. Below are some suggestions regarding identifying focus groups in this site location.

Issues for Your Consideration

1. Review the current demographic summary on pages 15-19 for this site location. What demographic groups are prevalent in this particular site location?
2. Next take a look at the projected demographic summary on pages 20-24. What increase or decrease is expected for these groups in this site location?
3. Review the current ethnic summary on pages 25-27. What ethnic groups are prevalent in this site location?
4. Review the unreached households by lifestyle segment on pages 31-34. Which social groups have the largest number of unreached households? Which lifestyle groups have a significant number of unreached households?
5. Compile your answers to numbers 1 through 4 and begin prayerfully prioritizing the list of people groups that you could attempt to reach in this location. Which groupings would appear to culturally "fit" together well? Which groups likely need special consideration in developing a culturally appropriate new missional ministry or congregation?

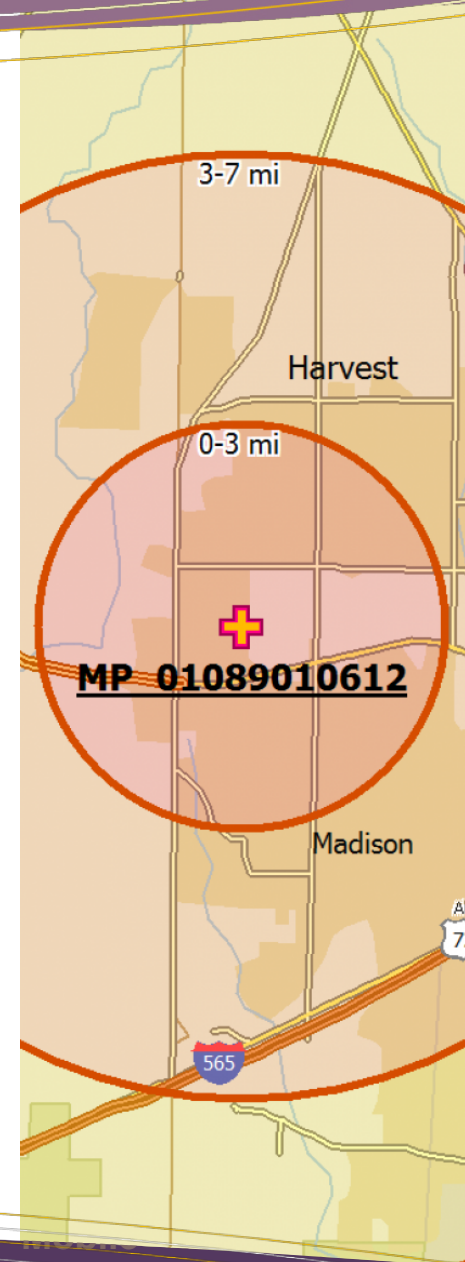
Potential Cultural Bridges

Donald McGavran in his book, *The Bridges of God*, emphasized the need for people to come to faith within the context of their own culture. "People like to become Christians without crossing racial, linguistic, or class barriers." In addition, research into evangelism suggests that most people come to faith in Christ as the result of the witness of a Christian with whom they have a close personal relationship (mostly a friend or a relative).

Missional congregations intentionally release their people to permeate the community in order to develop relational bridges across which they can present Christ. These relational bridges usually are established in some context: arts & cultural organizations, sports teams and sporting events, park & recreational facility use, community organizations, community cultural events, and community social concerns and needs.

Thus, cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions (AIO) represented among the consumer behavior characteristics of the lifestyle groups in the community offer ways for believers to build relationships with people in those lifestyle groups and through that relationship impact them for Christ.

[i] McGavran, Donald A. *The Bridges of God*. Revised edition. (New York: Friendship Press, 1981).

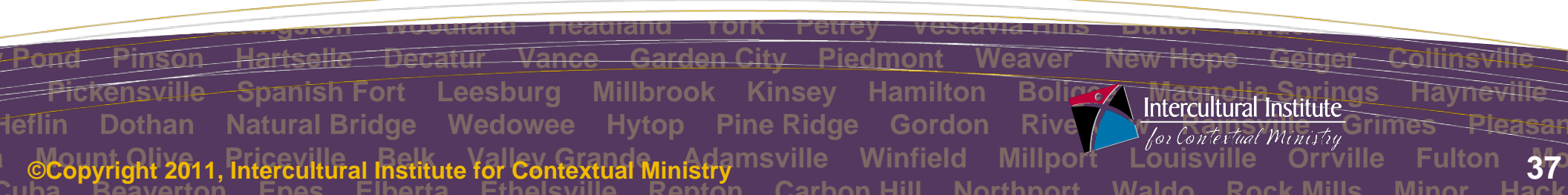


Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
PC-HH Own	89%	82%	75%
Use Comp. for Internet/E-mail	77%	68%	59%
Internet Use: E-Mail	65%	58%	50%
Use Comp. for Word Processing	58%	49%	41%
Use Comp. for Shopping	52%	43%	36%
Use Comp. for Comp. Games	49%	43%	38%
Use Comp. for Banking	48%	40%	33%
Use Comp. for Digital Camera Photo Editing	47%	40%	34%
Use Comp. for Education	45%	38%	34%
HH Owns DVD Player	40%	35%	31%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	39%	33%	28%
Internet Use: Banking	37%	32%	27%
Use Comp. for News/Info./Data Service	36%	30%	25%
PC-Network-HH Has One	32%	25%	20%
Use Comp. for Personal Financial Mngmnt	25%	20%	16%
Use Comp. for Accounting	22%	18%	15%
Internet Use: Shopping: Gathered Info. for Shopping	20%	17%	15%
Use Comp. for Telecommuting	19%	14%	11%
Use Comp. for Filing/DB Mngmnt	18%	16%	14%
Internet Use: Shopping: Made A Purchase	17%	14%	12%

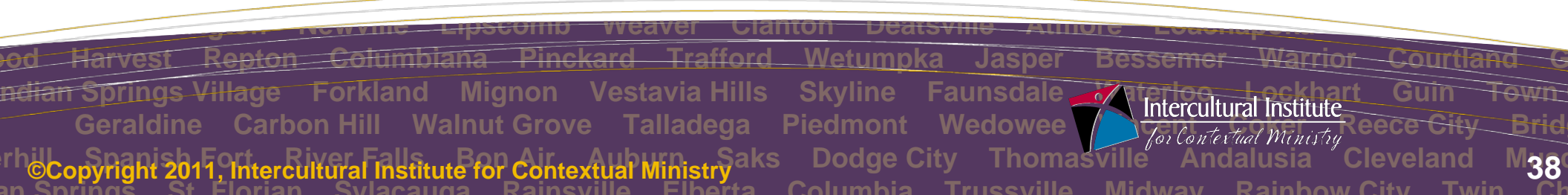


Potential Cultural Bridges

The tables below lists 20 consumer behavior variables related to top leisure activities, auto maintenance, prescription drug use, and diet control at this mission site. For each of the three bands - 0-3 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%	70%	69%
Dining Out (Not Fast Food)	66%	61%	56%
Reading Books	59%	57%	54%
Card Games	47%	44%	42%
Go To A Beach/Lake	45%	40%	36%
Cooking for Fun	38%	38%	36%
Board Games	38%	35%	32%
Gardening	36%	33%	30%
Visit Museum	27%	24%	21%
Visit Zoo	24%	21%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	65%	66%	65%
Gen./Fam. Practitioner	40%	39%	37%
Dentist	33%	30%	27%
None Of These	23%	21%	21%
Eye Dr.	21%	21%	20%
Backache	19%	20%	21%
High Cholesterol	18%	17%	17%
OB/GYN	15%	14%	13%
Hypertension/High Blood Pressure	15%	17%	18%
Acid Reflux Disease (GERD)	13%	13%	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	34.63%	31.89%	29.39%
Live Theater	27.22%	24.7%	22.43%
Live Theater Most Often	22.07%	19.82%	17.76%
Rock/Pop Concerts Most Often	19.85%	17.9%	15.97%
Comedy Club	12.31%	11.86%	11.49%
Dance Performance	9.96%	9.92%	10.24%
Movies: Comedy	45.75%	43.82%	42.43%
Movies: Action/Adventure	44.93%	42.81%	40.95%
Movies: Fam.	25.38%	23.21%	22.36%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	24.98%	22.96%	22.02%
Movies: Drama	24.84%	23.25%	23.12%
Movies: Mystery	17.77%	18.02%	18.47%
MLB Baseball Reg. Season	12.52%	10.85%	8.92%
College Football Reg. Season	11.16%	8.82%	7.11%
NFL Football Reg. Season	10.96%	9.3%	7.51%
College Basketball Reg. Season	7.58%	6.12%	5.07%
NBA Basketball Reg. Season	6.61%	5.66%	4.72%
NHL Hockey Reg. Season	5.11%	4.11%	3.33%

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	47.34%	43.9%	40.71%
Swimming	41.5%	36.63%	32.2%
Bowling	27.4%	24.65%	23.2%
Weight Training	22.27%	19.74%	17.34%
Golf	21.41%	16.79%	13.77%
Using Cardio Machine	20.92%	17.58%	15%
Billiards/Pool	20.77%	19.95%	18.95%
Jogging/Running	20.59%	18.56%	17.6%
Basketball	17.71%	17%	16.83%
Mountain/Road Biking	17.55%	14.67%	12.56%
Camping Trips	15.7%	14.24%	12.49%
Stationary Cycling	15.13%	13.59%	12.37%
Freshwater Fishing	14.96%	15.84%	15.26%
Aerobics	12.44%	11.71%	11.28%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	12.29%	11.1%	9.44%
Baseball	11.47%	11.75%	11.89%
Tennis	10.22%	8.88%	7.77%
Football	9.89%	10.57%	11.39%
Power Boating	9.77%	8.03%	6.87%
Soccer	8.87%	8.33%	7.47%
Volleyball	8.67%	8.51%	8.66%
Yoga	8.6%	8.03%	7.33%
Target Shooting	8.59%	8.2%	7.76%
Saltwater Fishing	7.79%	7.9%	7.23%
Softball	7.68%	8.31%	8.12%
Downhill & X-Country	7.48%	5.77%	4.83%
Skiing			
Canoeing/Kayaking	7.21%	6.67%	5.76%
Hunting	7%	7.51%	6.99%

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
Ice Skating	6.78%	5.9%	5.54%
Motorcycling	6.73%	6.33%	5.64%
Jet Skiing	6.39%	5.49%	4.77%
Roller Skating	6.27%	6.11%	6.16%
Snorkeling	5.9%	5.49%	4.86%
Water Skiing	5.82%	4.83%	4.19%
Horseback Riding	5.24%	5.46%	4.97%
Martial Arts	4.38%	4.02%	3.63%
Racquetball	4.3%	4.25%	4.29%
Rock Climbing	4.24%	3.9%	3.6%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Fly Fishing	3.97%	4.03%	4.04%
Sailing	3.83%	3.44%	3.05%
Snowboarding	3.71%	3.46%	3.28%
Hockey	3.65%	3.61%	3.49%
Archery	3.6%	3.72%	3.8%
Rowing	3.37%	3.05%	2.7%
Auto Racing	3.26%	3.1%	3.08%
Snowmobiling	3.18%	3.28%	3.18%
Skateboarding	2.99%	3.17%	3.18%
Surfing & Windsurfing	2.7%	2.79%	2.65%

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.

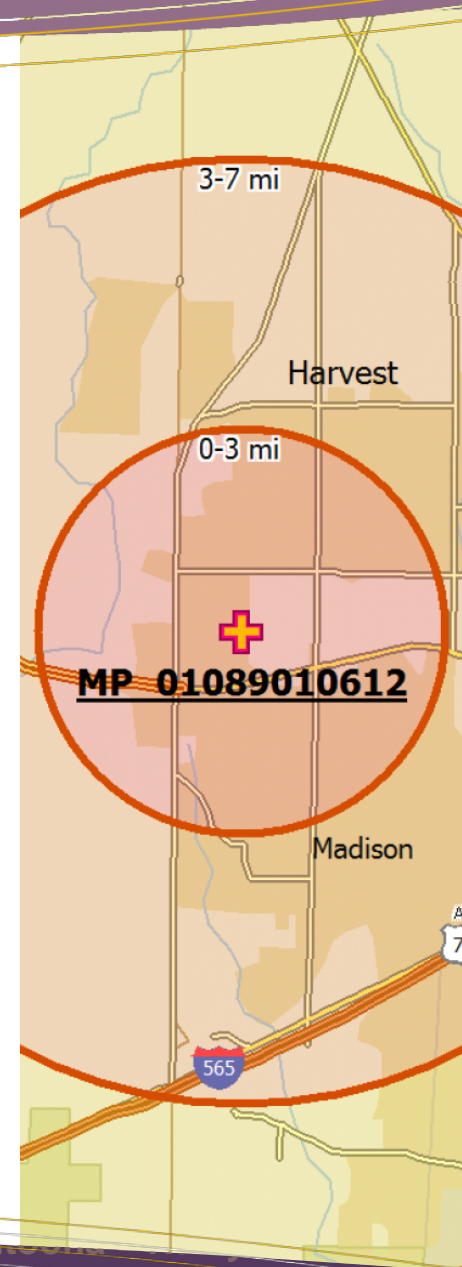
BIBLICAL BARRIERS

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.

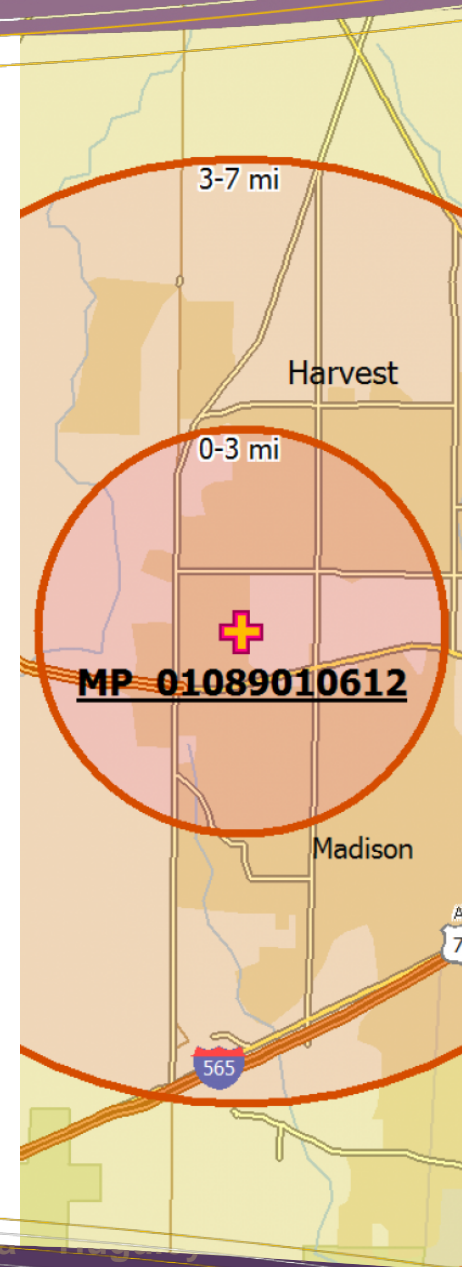
CULTURAL BARRIERS OF ACCEPTANCE

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.

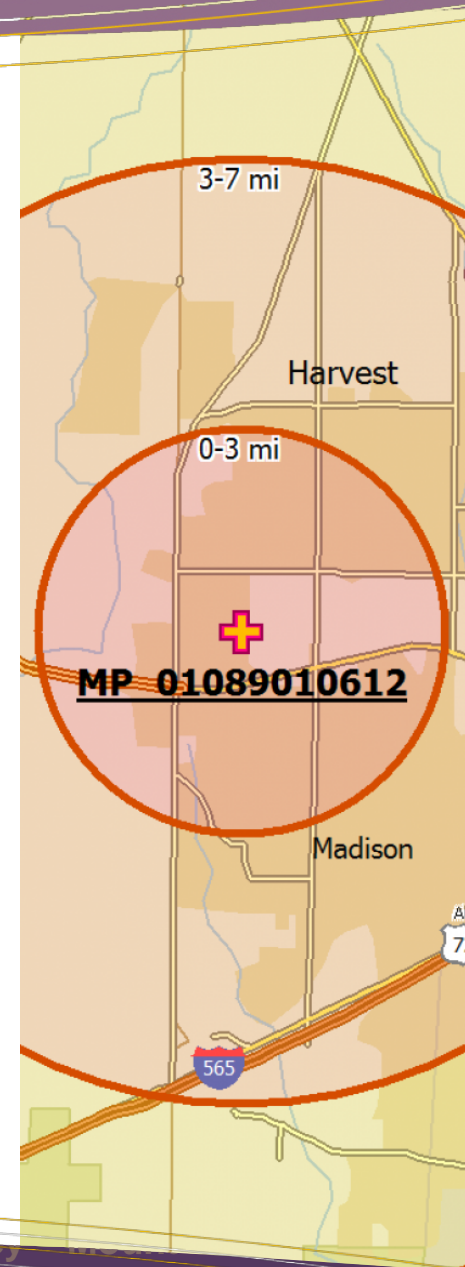
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	50%	50%	51%
Find It Difficult To Say No To My Kids	41%	40%	37%
Prefer To Have Few Possessions As Possible	39%	36%	33%
Woman's Place Is In The Home	35%	34%	34%
Speak My Mind Even If It Upsets People	33%	35%	36%
If Won Lottery Would Never Work Again	32%	29%	27%
Like Control Over People And Resources	30%	32%	34%
Like To Do Unconventional Things	27%	28%	27%
Don't Judge People/Way They Live Life	27%	28%	29%
Friends More Important Than My Fam.	27%	25%	24%
Money Is Best Measure Of Success	24%	25%	25%
Marijuana Should Be Legalized	23%	22%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	22%	25%
Like to Stand Out In A Crowd	19%	20%	21%
I Am A Workaholic	17%	19%	21%
Like To Pursue Challenge/Novelty/Change	17%	17%	17%
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	13%	13%	14%
Happy With My Standard Of Living	13%	13%	13%
Indulge My Kids With The Little Extras	9%	9%	9%
On Whole People Get What They Deserve	9%	10%	11%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	6%	8%	9%

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.

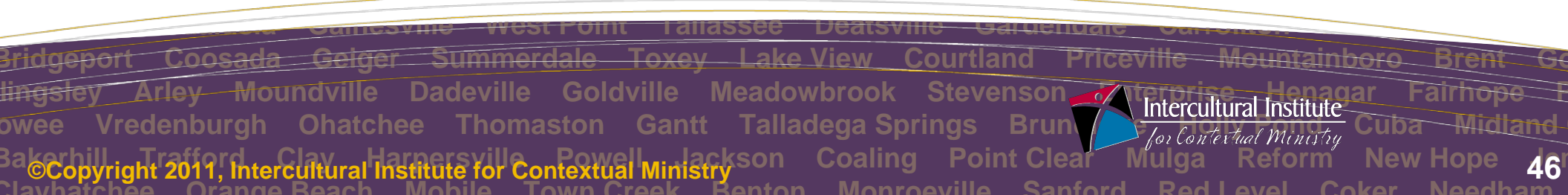


Potential Cultural Themes:

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.

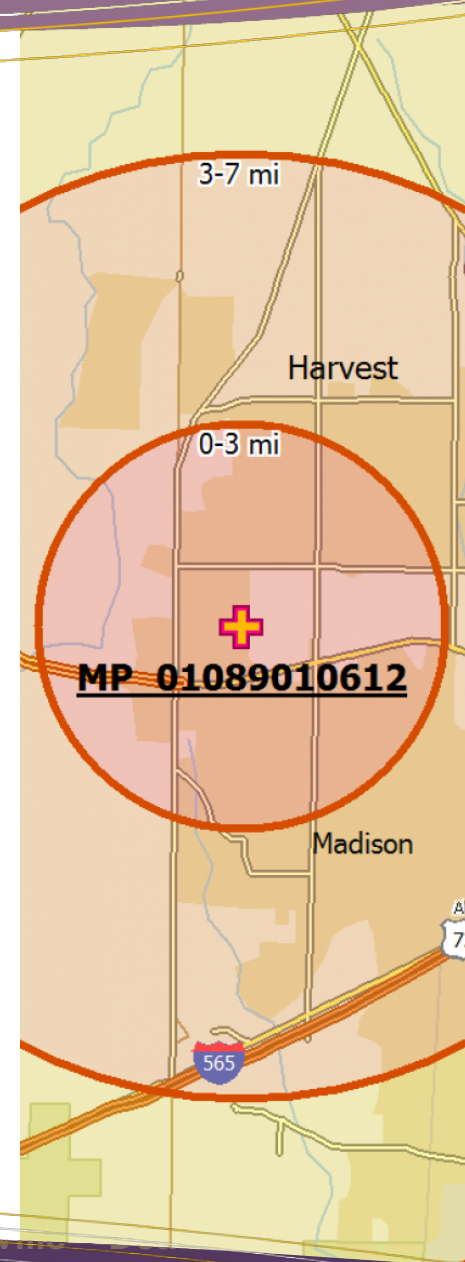
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	74%	69%	63%
You Should Seize Opportunities In Life	56%	57%	56%
Like To Understand About Nature	40%	39%	39%
Prefer To Have Few Possessions As Possible	39%	36%	33%
Prefer Work Part Of Team Than Alone	34%	35%	36%
Important Feel Respected By My Peers	31%	32%	33%
People Have To Take Me As They Find Me	28%	26%	25%
Have Keen Sense Of Adventure	27%	27%	27%
Important To Juggle Various Tasks	26%	29%	31%
Good At Fixing Things	25%	27%	29%
Worried About Pollution Caused By Cars	24%	23%	21%
Like To Just Enjoy Life	23%	22%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	18%	19%	20%
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	16%	16%	17%
Try Not To Worry About The Future	15%	15%	15%
Is An Important Part Of Who I Am	13%	14%	15%
Enjoy Spending Time With My Fam.	12%	12%	12%
Provide My Kids With The Little Extras	9%	12%	15%
Like Spending Most Time With Fam.	5%	5%	6%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Feel Very Alone In The World	4%	5%	6%
Decor Particular Interest To Me	4%	4%	4%
Would Like To Set Up Own Business	3%	4%	4%



Potential Shared Places

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



Potential Shared Places:

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

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Fam. Restaurants/Steak Houses-Visit Any	87.85%	84.26%	80%
Fast Food/Drive-In Restaurant-Visit Any	87.18%	86.44%	85.41%
McDonald's	59.12%	57.99%	56.75%
Burger King	35.06%	36.57%	37.64%
Applebee's	34.61%	31.98%	29.11%
Wendy's	34.37%	32.12%	31.18%
Subway	34.32%	32.58%	30.66%
Taco Bell	30.22%	29.26%	27.99%
Kentucky Fried Chicken (KFC)	26.8%	28.4%	30.05%
Olive Garden	26.08%	23.27%	21.34%
Arby's	25.81%	24.29%	22.48%
Chili's Grill and Bar	21.41%	17.99%	15.24%

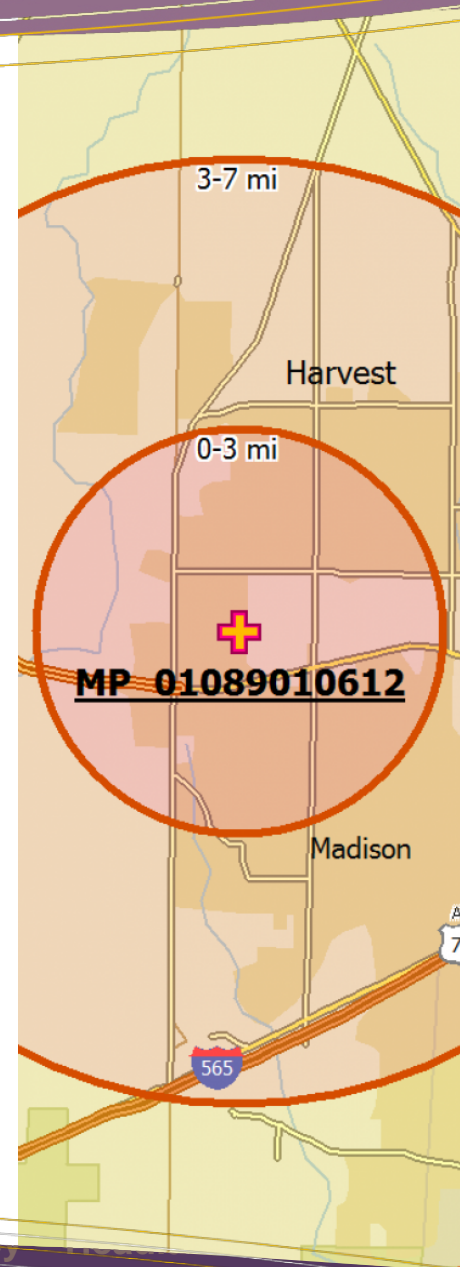
PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Pizza Hut	21.05%	21.81%	22.26%
Chick-Fil-A	20.74%	18.29%	16.28%
Starbucks	20.68%	16.97%	14.62%
Outback Steakhouse	19.79%	17.52%	15.56%
Cracker Barrel	17.93%	16.13%	14.12%
Red Lobster	17.55%	17.41%	17.34%
TGI Friday's	16.92%	15.68%	14.71%
IHOP (International House Of Pancakes)	16.5%	16.16%	15.72%
Dairy Queen	16.14%	16.07%	15.72%
Sonic	15.52%	14.78%	14.34%
Panera Bread	14.54%	11.78%	9.71%
Domino's Pizza	14.26%	14.65%	15.29%

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.

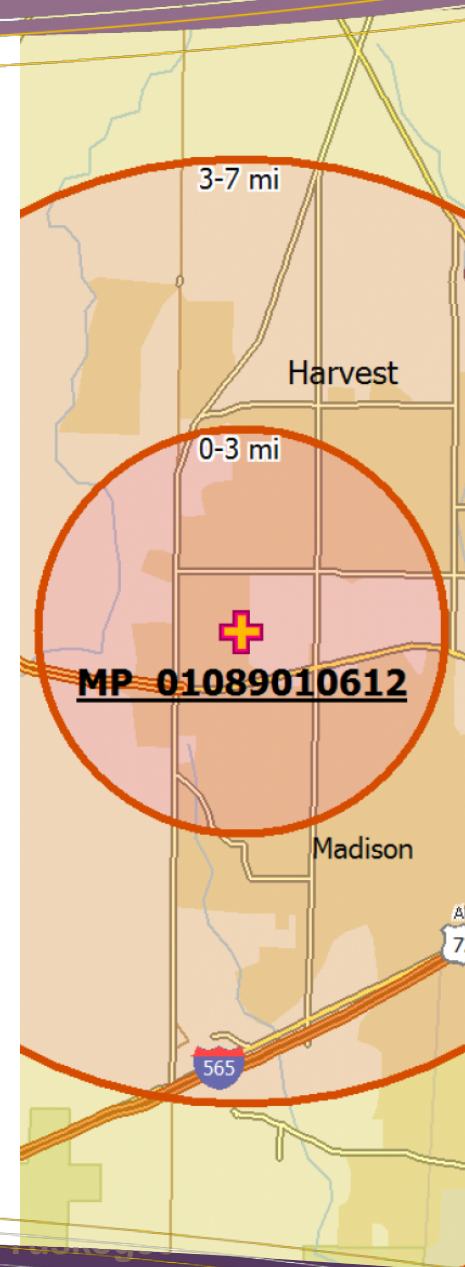
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Voted in fed/state/local election	53.15%	49.49%	45.98%
Recycled products	43.79%	38.24%	32.8%
Worked as volunteer (non political)	22.17%	18.93%	16.41%
Engaged in fund raising	13.8%	12.63%	12.07%
Religious club member	8.77%	8.53%	8.09%
Wrote to elected offcl about publ bus	7.72%	6.98%	6.16%

PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.83%	6.34%	5.79%
Addressed a public meeting	6.36%	5.52%	4.9%
Charitable Organization	6.23%	5.76%	5.35%
Took active part in local civic issue	5.57%	5.47%	5.27%
Union member	5.52%	5.48%	5.09%
Church Board	5.42%	5.67%	5.69%

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

BOOKS	0-3 MILES	3-7 MILES	7-10 MILES
Novel	22.52%	20.05%	17.63%
Children's Books	16.45%	14.95%	13.95%
Mystery	14.38%	12.72%	11.48%
Cookbooks	11.31%	10.7%	9.75%
Religious (not Bibles)	9.86%	9.89%	9.79%
Personal/Business	9.81%	8.39%	7.33%
Self-help			
History	9.22%	8.04%	7.19%
Biography	8.48%	7.63%	6.94%
Romance	8.09%	7.64%	7.64%

MAGAZINES	0-3 MILES	3-7 MILES	7-10 MILES
Newspaper Distributed	73.58%	70.71%	68.87%
Gen. Editorial	49.12%	48.75%	48.9%
Womens	46.25%	45.29%	44.72%
Service	40.62%	37.17%	34.35%
Business/Finance	25.47%	22.28%	20.07%
Mens	20.32%	19.66%	19.06%
Sports	18.75%	16.78%	15.68%
Parenthood	15.48%	14.65%	14.46%
Health	13.9%	13.62%	13.33%

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	59.39%	56.35%	53.4%
Business/Finance	36.94%	32.47%	28.98%
Sport	35.79%	33.46%	32.04%
Editorial Page	31.46%	30.28%	28.34%
Classified	30.19%	31.69%	32.86%
Movie Listings & Reviews	29.33%	27.29%	25.98%
Food/Cooking	27.45%	25.9%	24.2%
Comics	26.73%	26.13%	25.21%
Home/Gardening	25.44%	22.98%	20.98%
Travel	25.38%	22.35%	19.94%
TV/Radio Listings	24.05%	23.34%	22.68%
Science/Technology	21.34%	19.18%	16.95%
Fashion	16.9%	16.34%	16.08%

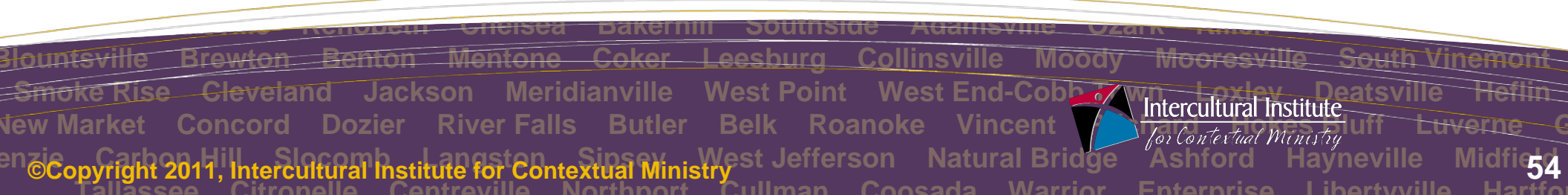
RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	21.14%	18.41%	15.93%
Country	19.05%	18.33%	16.69%
CHR Contemp Hit Radio	18.73%	18.73%	18.35%
News/Talk	17.85%	14.23%	11.34%
Alternative	13.26%	10.64%	8.57%
Rock	13.11%	11.94%	10.38%
Urban Contemporary	12.97%	18.49%	24.66%
Classic Rock	12.52%	10.33%	8.51%
Oldies	11.78%	11.06%	10.43%
Soft Contemporary	9.97%	8.3%	7.01%
Variety	8.57%	9.18%	9.1%
All News	8.08%	7.35%	6.7%
Religious	7.55%	6.96%	6.26%
Sports	7.03%	5.35%	4.35%
Jazz	6.99%	7.29%	7.26%
All Talk	5.76%	5.14%	4.53%
Classic Hits	5.15%	4.56%	3.76%
Public	4.74%	3.72%	3.03%

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	70.56%	66.84%	63.26%
Satellite Dish	65.49%	58.6%	54.02%
Soapnet	55.94%	53.44%	51.46%
Other Video-On-Demand	42.96%	41.79%	41.26%
Comedy Central	42.3%	36.7%	32.07%
Sci-Fi Channel	40.09%	38.3%	35.94%
MSNBC	37.07%	35.1%	33.31%
Adult Pay Per View TV	36.38%	33.63%	30.84%
TV Info From Sunday TV Magazine	33.8%	31.39%	29.5%
Subscribe Digital Cable	33.17%	32.14%	32.28%
Hallmark Channel	32.43%	29.15%	26.05%
ABC Fam.	32.42%	28.52%	25.47%

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Adult Swim	32.08%	28.56%	25.09%
Video-On-Demand Movies	32.04%	27.57%	23.19%
Nickelodeon	30.95%	29.86%	27.91%
ESPN Classic	30.85%	25.87%	21.78%
The Golf Channel	30.4%	26.72%	23.41%
TV Info From Newspapers	30.34%	28.67%	27.18%
TCM (Turner Classic Movies)	29.28%	26.87%	24.86%
USA Network	28.96%	26.37%	24.16%
Nick At Nite	28.44%	26.78%	24.85%
ESPN2	27.69%	25.94%	24.59%
TV Info From Monthly Cable Guide	27.55%	25.95%	24.34%
Encore	27.43%	22.97%	19.97%

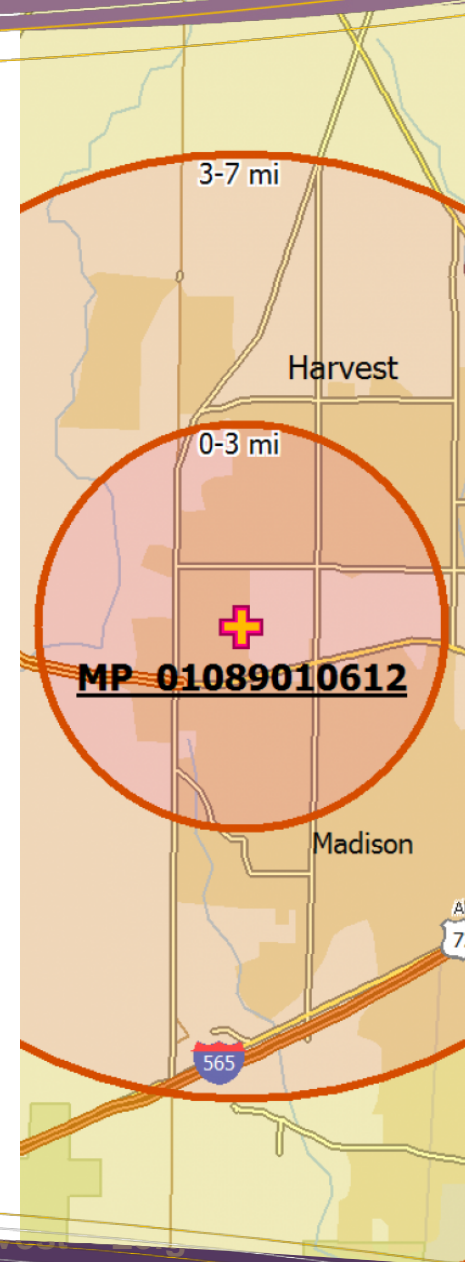


Communication Media Usage

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+)	24.85%	22.27%	19.76%
Medium Users (4-6)	13.46%	11.77%	10.52%
Light Users (1-3)	21.93%	21.39%	20.9%
Quintiles (20%)			
Newspaper I (Heavy)	1.26%	1.24%	1.16%
Newspaper II	1.34%	1.62%	1.71%
Newspaper III	2.76%	2.47%	2.67%
Newspaper IV	0.53%	0.5%	0.51%
Newspaper V (Light)	0.88%	0.83%	0.91%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	22.12%	21.36%	22.14%
Magazines II	9.45%	9.62%	10.16%
Magazines III	10.57%	10.57%	11.12%
Magazines IV	13.24%	12.6%	13.42%
Magazines V (Light)	0.64%	0.77%	0.8%
Outdoor I (Heavy)	6.71%	7.2%	7.48%
Outdoor II	2.68%	2.84%	3.41%
Outdoor III	3.66%	3.78%	4.43%
Outdoor IV	14.26%	15.26%	15.64%
Outdoor V (Light)	23.1%	23.96%	23.75%
Yellow Pages I (Heavy)	12.65%	13.99%	14.83%
Yellow Pages II	5.77%	6.36%	6.82%
Yellow Pages III	4.74%	5.71%	6.83%
Yellow Pages IV	18.31%	20.93%	22.1%
Yellow Pages V (Light)	2.47%	3.14%	3.96%

Potential Multimedia Usage

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

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Radio Drive Time Quintiles (fifths / 20%)			
Drive Time I & II (Heavy)	2.69%	2.95%	3.46%
Drive Time III (Medium)	0.59%	0.76%	1.01%
Radio IV & V (Light)	2.21%	2.47%	2.97%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	11.63%	10.71%	11.25%
Radio III (Medium)	5.67%	5.3%	5.06%
Radio IV & V (Light)	3.39%	3.79%	4.07%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	18.07%	16.62%	14.7%
Cable III (Medium)	4.44%	4.57%	4.84%
Cable IV & V (Light)	32.89%	33.66%	34.29%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.09%	3.53%	3.9%
Prime Time III (Medium)	2.01%	1.83%	1.75%
Prime Time IV & V (Light)	10.78%	10.68%	11.22%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	39.4%	39.92%	39.45%
Fringe III (Medium)	48.27%	49.97%	51.41%
Fringe IV (Light)	52.57%	54.33%	54.72%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.01%	14.02%	15.76%
All Day III (Medium)	22.57%	23.04%	23.43%
All Day IV (Light)	13.79%	14.61%	16.67%

Potential Audio & Prime Time TV Media Usage:

The tables below list 23 variables related to audio & prime time TV media usage at this mission site. For each of the three bands -- 0-3 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]	13.02%	12.7%	11.93%
6:00am - 10:00am	22.47%	19.82%	18.3%
10:00am - 3:00pm	7.8%	9.04%	10.95%
3:00pm - 7:00pm	14.3%	14.68%	15.73%
7:00pm - Midnight	15.43%	14.2%	12.88%
Midnight - 6:00am	5.49%	6.08%	6.7%
Weekend Radio			
Listeners			
Dayparts [summary]	16.18%	15.81%	15.29%
6:00am - 10:00am	4.3%	4.1%	3.73%
10:00am-3:00pm	8.58%	7.28%	6.75%
3:00pm - 7:00pm	7.9%	8.14%	8.51%
7:00pm - Midnight	10.34%	10.13%	10.21%
Midnight - 6:00am	11.88%	12.2%	12.88%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
Prime Time TV Viewers			
8:00-11:00pm	12.49%	10.47%	8.75%
Saturday: 8:00-11:00pm	8.46%	8.58%	8.65%
Sunday: 7:00-11:00pm	12.54%	11.11%	10%
9:00am-1:00pm	28.44%	26.78%	24.85%
9:00am-4:00pm	32.09%	30.78%	28.72%
4:00pm-7:00pm	34.74%	32.56%	30.89%
11:00pm-1:00am	45.01%	43.14%	41.54%
AVG Prime time	3.72%	3.73%	4.09%
Mon-Sun			

Potential Weekday & Weekend TV Media Usage:

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

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekday			
6-7am	19.73%	18.75%	17.63%
7-9am	27.69%	25.94%	24.59%
9am-12noon	23.93%	22.1%	19.66%
12noon-4pm	8.16%	8.69%	9.06%
4-6pm	61.59%	56.07%	51.1%
6-7pm	19.74%	19.04%	18.26%
7-7:30pm	1.79%	1.82%	1.67%
7:30-8pm	11.12%	11.4%	11.1%
8-11pm	12.49%	10.47%	8.75%
11pm-12am	37.07%	35.1%	33.31%
11pm-1am	45.01%	43.14%	41.54%
1-6am	38.48%	35.22%	32.68%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	23.32%	21.11%	19.36%
Sat: 10am-1pm	9.74%	9.39%	9.72%
Sat: 1-4pm	28.64%	26.7%	24.89%
Sat: 4-6pm	8.56%	8.18%	8.07%
Sat: 6-7pm	2.14%	2.02%	1.84%
Sat: 7-8pm	1.56%	1.38%	1.27%
Sat: 8-11pm	8.46%	8.58%	8.65%
Sat: 11pm-1am	5.58%	5.77%	6.15%
Sat: 1am-7pm	28.96%	26.37%	24.16%
Sun: 7-10am	1.94%	2.1%	2.08%
Sun: 10am-1pm	7.17%	6.72%	6.13%
Sun: 1-4pm	8%	7.15%	6.17%
Sun: 4-7pm	17.03%	15.24%	13.89%
Sun: 7-11pm	12.54%	11.11%	10%
Sun: 11pm-1am	6.24%	5.96%	5.71%
Sun: 1-7am	26.78%	24.28%	22.04%

Using the Cultural Bridges, Barriers and Themes

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

Issues for Your Consideration

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



Using the Shared Places, Projects, Media Content and Usage

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

Issues for Your Consideration

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



Biblical Missional Multiplication

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

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

Missional Multiplication Principle *2nd Timothy 2:2*



Establishing Redemptive Relationships

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

Communication Steps

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

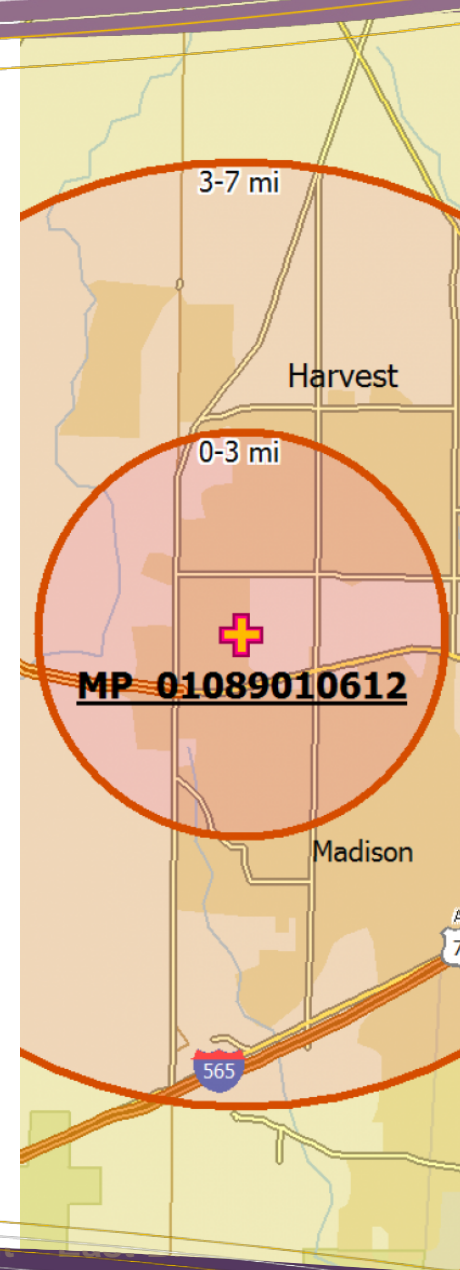


Your MissionSite and the Missional Suite

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

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

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



Notes and Sources

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



APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	The Brook	8573 Highway 72 W Madison, AL 35758	0.75 mi	510	Plateauing
2	Wall Highway	6597 Wall Triana Hwy Madison, AL 35757	1.11 mi	468	Growing
3	Trinity	1088 Hughes Rd Madison, AL 35758	1.69 mi	377	Growing
4	Community	408 Clutts Rd Harvest, AL 35749	1.83 mi	69	Declining
5	Haven	1840 Slaughter Rd Madison, AL 35758	1.95 mi	58	Growing
6	Mount Zion	228 Mount Zion Rd Huntsville, AL 35806	2.49 mi	582	Growing
7	Capshaw	PO Box 187 Capshaw, AL 35742	2.67 mi	520	Plateauing
8	The Grove	12300 County Line Rd Madison, AL 35756	2.86 mi	95	Plateauing
9	Crosspointe Church	719 Hughes Rd Madison, AL 35758	3.56 mi	352	Growing
10	Christ Way	1659 Nick Davis Rd Harvest, AL 35749	3.68 mi	23	Growing
11	Madison Korean	4257 Sullivan St Madison, AL 35758	4.31 mi	0	Plateauing
12	Madison First	4257 Sullivan St Madison, AL 35758	4.33 mi	350	Declining
13	Sherwood	6600 Old Madison Pike NW Huntsville, AL 35806	5.48 mi	209	Declining
14	Liberty	3134 Highway 53 Huntsville, AL 35806	5.52 mi	92	Growing
15	Fairview	27550 Nick Davis Rd Athens, AL 35613	5.56 mi	133	Growing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSH P AVG	IICM CGR
16	Pineview	5614 Highway 53 Harvest, AL 35749	5.87 mi	148	Growing
17	Woodland Hill	1705 Sparkman Dr NW Huntsville, AL 35816	5.89 mi	88	Declining
18	Midway	26575 US Highway 72 Athens, AL 35613	5.98 mi	113	Growing
19	West Mastin Lake	PO Box 3332 Huntsville, AL 35810	6.51 mi	90	Plateauing
20	Harvest	PO Box 330 Harvest, AL 35749	6.51 mi	233	Plateauing
21	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	6.59 mi	209	Declining
22	University	809 Jordan Ln NW Huntsville, AL 35816	7.21 mi	442	Declining
23	Bethany	PO Box 3178 Huntsville, AL 35810	7.27 mi	83	Declining
24	New Hope	13110 Mooresville Rd Athens, AL 35613	7.30 mi	104	Growing
25	Westlawn	2515 17th St SW Huntsville, AL 35805	7.73 mi	124	Plateauing
26	Meadow Drive	602 Galway St NW Huntsville, AL 35816	8.17 mi	20	Declining
27	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	8.47 mi	216	Growing
28	Hillsboro Heights	3614 Drake Ave SW Huntsville, AL 35805	8.58 mi	167	Plateauing
29	Lao/Thai Mission	3614 Drake Ave SW Huntsville, AL 35805	8.58 mi	44	Declining
30	Huntsville Park	3120 Triana Blvd SW Huntsville, AL 35805	8.74 mi	159	Plateauing



APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Third Baptist	1116 Church St NW Huntsville, AL 35801	8.76 mi	58	Declining
32	Central	2204 1st St SW Huntsville, AL 35805	8.94 mi	58	Declining
33	Concord	22550 Concord Rd Toney, AL 35773	9.07 mi	76	Plateauing
34	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	9.23 mi	104	Plateauing
35	Sardis Springs	18310 Al Highway 251 Athens, AL 35613	9.29 mi	420	Plateauing
36	East Highland	23315 Nick Davis Rd Athens, AL 35613	9.36 mi	83	Growing
37	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	9.44 mi	37	Growing
38	Korean First	2807 Hood Rd SW Huntsville, AL 35805	9.48 mi	75	Plateauing
39	Huntsville First	600 Governors Dr SW Huntsville, AL 35801	9.53 mi	1,235	Plateauing
40	Harmony	PO Box 428 Toney, AL 35773	9.64 mi	226	Plateauing
41	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	9.74 mi	366	Plateauing
42	Northside	2900 Meridian St N Huntsville, AL 35811	9.92 mi	89	Plateauing
43	Huntsville (Korean)	2670 Johnson Rd Huntsville, AL 35805	10.05 mi	153	Growing
44	Five Points	801 Beirne Ave NE Huntsville, AL 35801	10.09 mi	68	Declining
45	Oakdale	16136 Al Highway 251 Athens, AL 35613	10.15 mi	90	Declining





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

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