

# MissionSite

top unreached locations



MADISON, AL

CENSUS TRACT: 01089011012

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*



Alabama Baptist Convention  
State Board of Missions

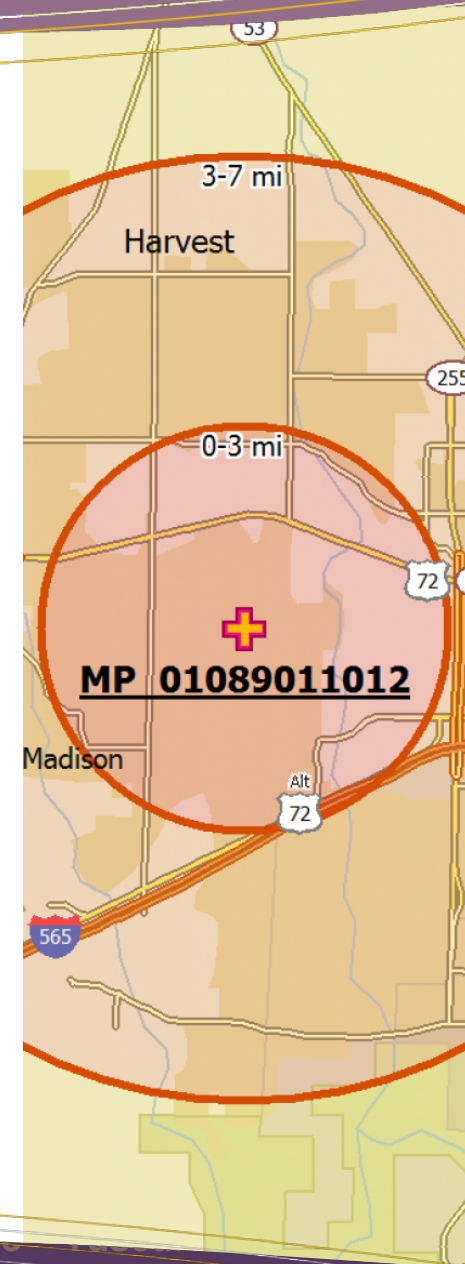
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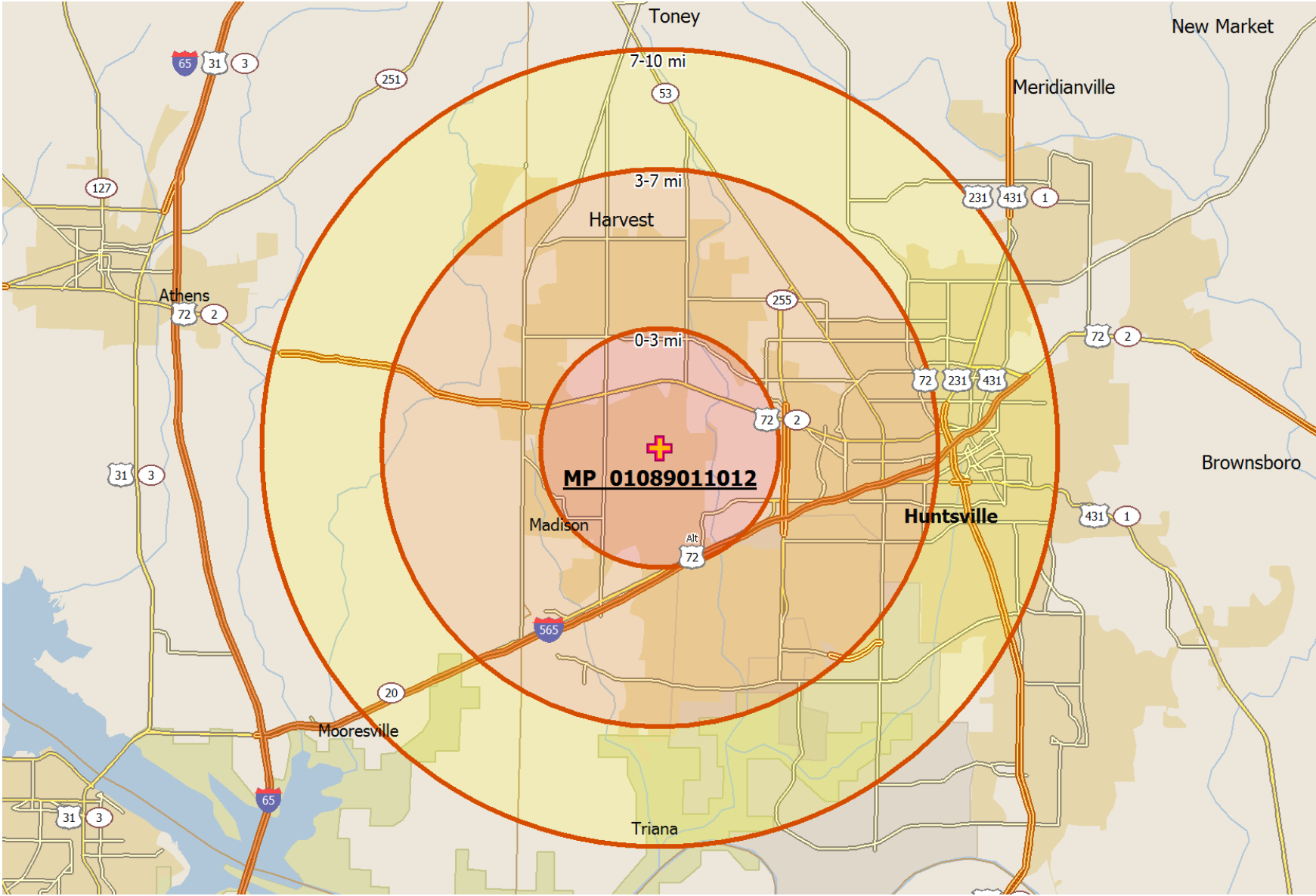
## Site Location Summary

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

	Location Typography	CODE	LOCATION
1	Region	0101	Northern Region
2	Association	1502	Madison
3	District	01	Central Mountain District
4	County Location	01089	Madison
5	Zipcode	35758	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](http://MissionalCyclopedia.org).

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
2010 Population	39,968	97,380	78,101
2010 Households	15,290	38,097	31,795
2010 Group Quarters Population	134	3,923	4,051

BAND COMPOSITION	0-3 MILES	3-7 MILES	7-10 MILES
Population Density National Index	40	42	43
Language Diversity National Index	42	36	22
Foreign Born Diversity National Index	88	94	90
Ancestry Diversity National Index	58	23	24
Racial Diversity National Index	48	67	63

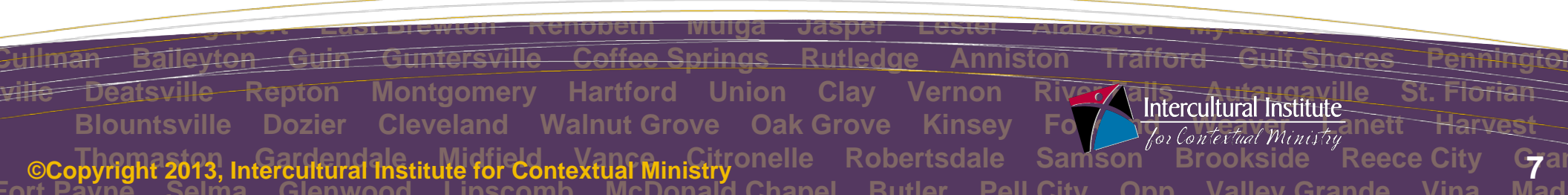


# Site Location Summary - County Environment

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

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

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



# Site Location Summary - Social Environment

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

SOCIAL ENVIRONMENT	0-3 MI BAND	HHLDS	PERCENT
Upscale Communities	Affluent, White-collar Families	9,279	60.69%
Mainstay Communities	Established, Diverse Households	1,344	8.79%
Working Communities	Blue-collar, Working Families	1,606	10.5%
Country Communities	Rural, Agri. & Mining Families	26	0.17%
Aspiring Communities	Young Singles / Aspiring-Multihousing	2,371	15.51%
Urban Communities	High Density, Inner-city Neighborhoods	665	4.35%



# Using the Site Location Summary

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

## *Issues for Your Consideration*

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

# Using the Site Location Summary

## *Issues for Your Consideration - continued*

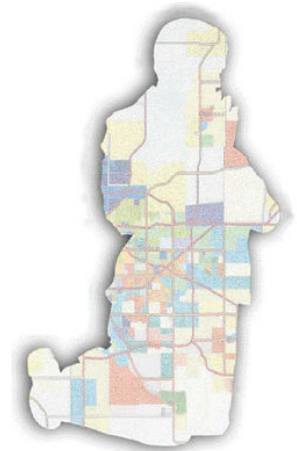
3. Band composition and the comparison of population between the bands on page 6 may have implications regarding types of anticipated ministry development - from "a neighborhood" congregation to a more "regional" approach. The numbers and types of group quarters (usually some form of multi-family housing)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

# Spirituality Indicators Overview - Evangelscape

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

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

EVANGELSCAPE: SPIRITUALITY	COUNTY	0-3 MILE BAND	% INDEX
Unreached Households	90,812	10,601	11.67%
Unreached %	68.91%	69.33%	100.61
Religious But NOT Evangelical HH	24,922	2,628	10.55%
Religious But NOT Evangelical %	18.91%	17.19%	90.89
Spiritual But NOT Relig or Evang HH	13,277	1,736	13.07%
Spiritual But NOT Relig or Evang %	10.07%	11.35%	112.68
Not Evangelical, Not Interested HH	52,881	6,237	11.79%
Not Evangelical, Not Interested %	40.13%	40.79%	101.65



# Spirituality Indicators - Churchscape

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

<b>ECCLESCAPE: CHURCHES</b>	<b>COUNTY</b>	<b>3 MILE RING</b>	<b>PERCENT &amp; INDEX</b>
Num of ALSBOM Churches	92	7	7.61%
Active ALSBOM Attenders	18,746	2,115	11.28%
Active Evangelical Households	26,971	3,088	11.45%
Active Evangelical Percent	20.47%	20.19%	98.66
Inactive Evangelical Households	13,997	1,602	11.45%
Inactive Evangelical Percent	10.62%	10.48%	98.65
# New Churches Needed	0	1	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	Trinity	0.70 mi	377	Growing
2	The Brook	1.37 mi	510	Plateauing
3	Haven	1.40 mi	58	Growing
4	Crosspointe Church	1.60 mi	352	Growing
5	Madison First	2.94 mi	350	Declining
6	Madison Korean	2.95 mi	0	Plateauing
7	Wall Highway	2.96 mi	468	Growing
8	The Grove	3.31 mi	95	Plateauing
9	Mount Zion	3.45 mi	582	Growing
10	Sherwood	3.69 mi	209	Declining
11	Community	3.83 mi	69	Declining
12	Capshaw	4.47 mi	520	Plateauing
13	Woodland Hill	4.76 mi	88	Declining
14	Liberty	5.12 mi	92	Growing
15	Christ Way	5.64 mi	23	Growing

	CHURCHES	DIST.	WRSHP AVG	IICM CGR
16	Highlands	5.75 mi	209	Declining
17	University	5.79 mi	442	Declining
18	West Mastin Lake	5.79 mi	90	Plateauing
19	Westlawn	6.11 mi	124	Plateauing
20	Bethany	6.50 mi	83	Declining
21	Meadow Drive	6.79 mi	20	Declining
22	Hillsboro Heights	6.82 mi	167	Plateauing
23	Lao/Thai Mission	6.82 mi	44	Declining
24	Pineview	7.03 mi	148	Growing
25	Huntsville Park	7.08 mi	159	Plateauing
26	The Fellowship of Faith	7.34 mi	216	Growing
27	Central	7.38 mi	58	Declining
28	Midway	7.41 mi	113	Growing
29	Fairview	7.46 mi	133	Growing
30	Third Baptist	7.59 mi	58	Declining

# Using the Spirituality Indicators

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

## *Issues for Your Consideration*

1. The Evangelscape on page 11 provides an overview of the spiritual topography of this location. While the percent of unreached households is significant, the other percentages may need further clarification as you conduct an on-site review. The percentage of the population who are religious (meaning actively attend some form of institutionalized religion) and spiritual (meaning embracing spirituality but not institutional religion) may require further investigation. Those in the "not evangelical, but not interested in religion or spirituality" category may require an outreach process rooted in incarnational ministry.
2. Your team may want to seriously discuss the Churchscape on page 12. The percentage of active evangelicals in this site is a key figure for you to consider - both in terms of recruiting additional help, but also in terms of the significance of the need for a new ministry or new congregation. The number of new churches needed is another significant value.
3. The list of churches on page 13 only includes ALSBOM churches. You will need to take other churches into account as well. How your new ministry or new congregation will relate to these churches needs to be decided early in the process.

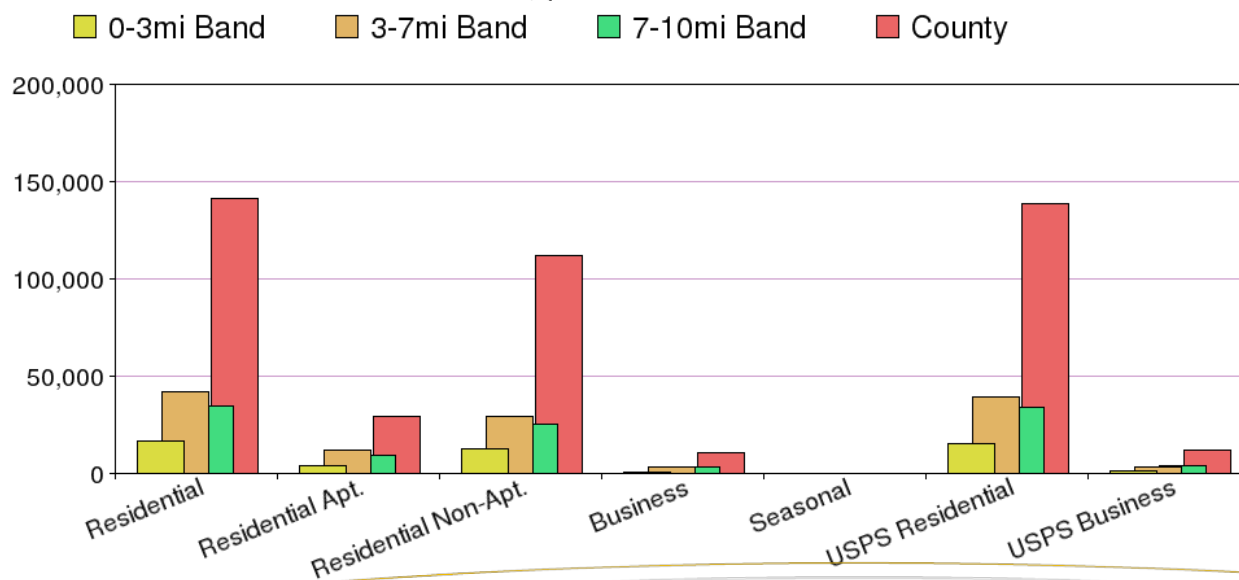
# Current Demographic Summary

The population and household figures from IICM's Demoscope report are given below for this site location. Historical figures from the 1990 and 2000 US Census precede the current year estimates for the 0-3 mile band. The percentage of the county population and number of households that appears in the 0-3 mile band is given for each year. Location types refer to residential, business and seasonal use

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Population	238,912	15,655	6.55%
2000 Population	276,700	28,678	10.36%
2010 Population	334,713	39,968	11.94%

DEMOSCAPE	COUNTY	BAND	% OF CO
1990 Households	91,210	6,098	6.69%
2000 Households	109,955	10,927	9.94%
2010 Households	131,781	15,290	11.6%

Location Types in this MissionSite

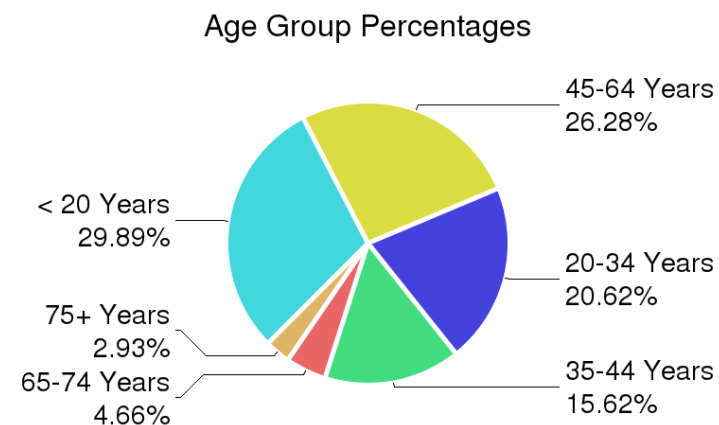


Location Type	0-3mi Band
Residential	16,652
Residential Apt.	3,884
Residential Non-Apt.	12,768
Business	954
Seasonal	0
USPS Residential	15,108
USPS Business	1,039

# 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%	6.13%	114.79
4-5 Years	2.57%	2.97%	115.56
6-8 Years	3.8%	4.59%	120.79
9-11 Years	3.87%	4.64%	119.9
12-13 Years	2.62%	3.11%	118.7
14-17 Years	5.51%	5.71%	103.63
18-19 Years	2.84%	2.72%	95.77
0-5 Years	7.9%	9.1%	115.19
6-12 Years	8.98%	10.79%	120.16
13-19 Years	9.66%	9.99%	103.42
< 20 Years	26.54%	29.88%	112.58
20-34 Years	20.42%	20.62%	100.98
35-44 Years	13.01%	15.62%	120.06
45-64 Years	26.8%	26.27%	98.02
65-74 Years	7.3%	4.66%	63.84
75+ Years	5.92%	2.93%	49.49
Median Age	37	36	95.08
Median Age (Male)	36	35	97.82
Median Age (Female)	39	36	92.81

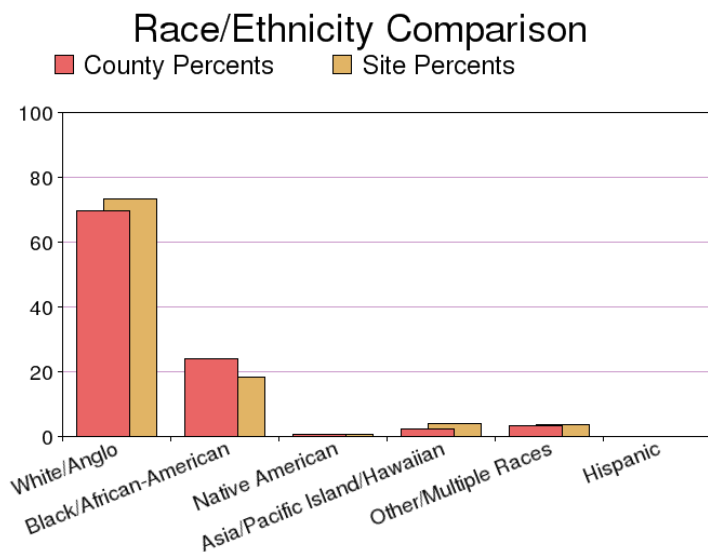


# Current Demographic Summary

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%	73.44%	105.52
Black, African-American	24.05%	18.2%	75.69
Native American	0.65%	0.58%	89.4
Asian	2.37%	3.94%	166.18
Pacific Island, Hawaiian	0.06%	0.07%	118.38
Other/Multiple Races	3.28%	3.78%	115.03
Hispanic	0%	4.19%	0



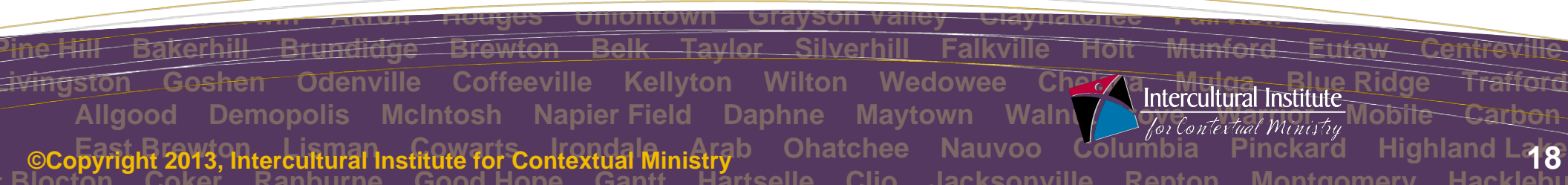
Education of Adults (25 yrs+)			
Total Adults over age 25 years.	222,291	25,473	
Less than 9th Grade	3.83%	1.71%	223.85
No High School Diploma	7.94%	3.39%	234.34
High School Graduate	23.15%	14.01%	165.26
Some College, no degree	20.19%	20.23%	99.79
Associate Degree	6.53%	6.81%	95.89
College Degree	25.17%	34.91%	72.11
Graduate/Prof. degree	13.18%	18.94%	69.6

# 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%	3.2%	59.63
\$10,000 to \$19,999	10.05%	4.73%	47.06
\$20,000 to \$29,999	10.7%	7.61%	71.15
\$30,000 to \$49,999	18.71%	14.54%	77.69
\$50,000 to \$59,999	8.06%	6.76%	83.85
\$60,000 to \$69,999	7.33%	7.93%	108.08
\$70,000 to \$79,999	6.34%	8.07%	127.37
\$80,000 to \$89,999	5.13%	7.04%	137.08
\$90,000 to \$99,999	3.81%	5.26%	137.93
\$100,000 to \$124,999	9.62%	14.83%	154.23
\$125,000 to \$149,999	5.31%	8.55%	160.97
\$150,000 to \$199,999	5.53%	8.26%	149.38
\$200,000 to \$249,999	1.39%	1.84%	132.63
\$250,000 or more	1.69%	1.38%	81.48
Median Household	55,208	76,755	139.03
Average Household	73,838	90,977	123.21
Per Capita Household	29,765	34,806	116.94
Family/Non-Family Household Income			
Median Family Income	70,258	93,911	133.67
Average Family Income	88,537	102,972	116.3
Median Non-Family Income	32,776	47,015	143.44
Average Non-Family Income	45,483	59,948	131.8



# 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%	68.48%	103.98
Families with Children	31.51%	35.93%	114.04
Families without Children	34.35%	32.55%	94.76
Non-Family Households			
% Non-Family Households	34.14%	31.52%	92.32
Non-Families with Children	0.34	0.23	67.64
Non-Families without Children	33.8	31.29	92.57
Housing Units			Index
Total Housing Units	147,407	16,967	
Vacant percent	10.6%	9.88%	93.18
Owned percent	62.98%	66.49%	105.57%
Rented Percent	26.42%	23.63%	89.44
Households by Size			Index
Avg household size	2.48	2.61	105.24
Avg family hh size	3.15	3.25	103.17
Avg non-family hh size	1.19	1.20	100.84
Households By Count of Persons			Percent
One	38,867	4,096	10.54%
Two	40,118	4,404	10.98%
Three or Four	41,415	5,346	12.91%
Five+	11,381	1,445	12.7%

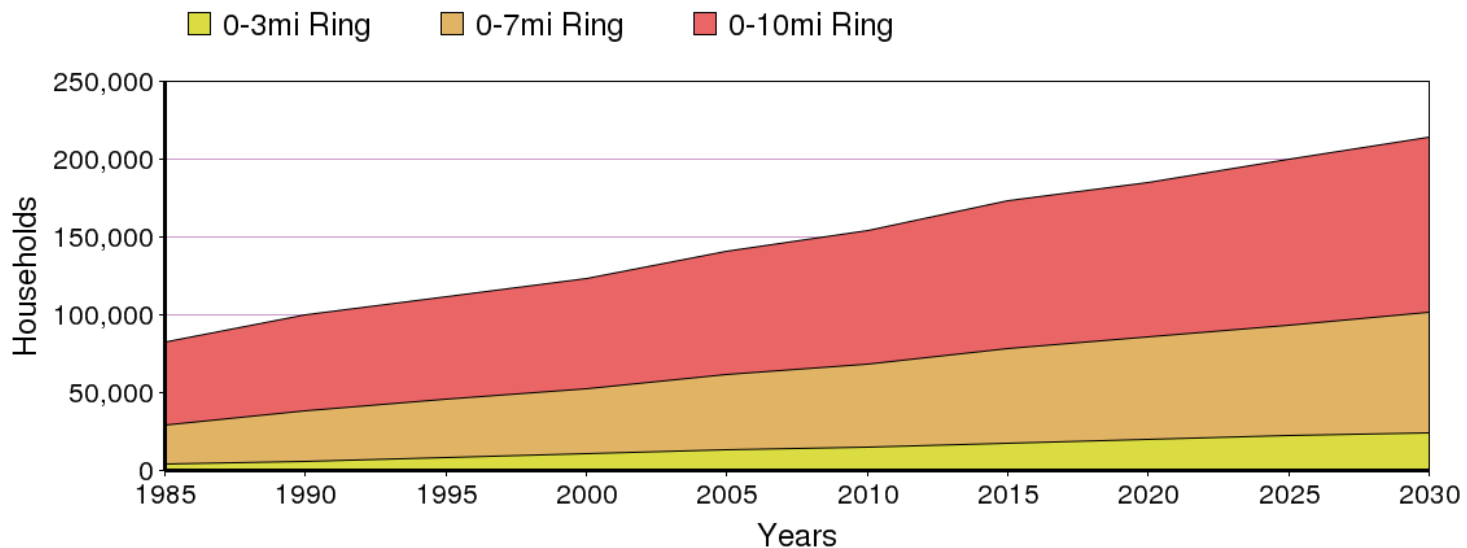
# Projected Demographic Summary

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	15,655	6.55%
2000 Population	276,700	28,678	10.36%
2010 Population	334,713	39,968	11.94%
2015 Population	369,521	45,575	12.33%

DEMOSCAPE	COUNTY	RING	% OF CO
1990 Households	91,210	6,098	6.69%
2000 Households	109,955	10,927	9.94%
2010 Households	131,781	15,290	11.6%
2015 Households	145,733	17,631	12.1%

Household Change from 1985 to 2030



Webb Dozier Fultondale Moody Union Skyline Providence Hartselle Libertyville Toxey Priceville R  
 Hayneville Ethelsville Cullman Lisman Moores Mill Jemison Centre  
 Fort Rucker Prichard Lake Purdy Carrollton Clay Decatur Graysville Homewood Blountsville Oneonta  
 Saks Bear Creek Valley Grande Arley Elberta Hyton Elmore Petrey Saraland Powell Rock Mills Th



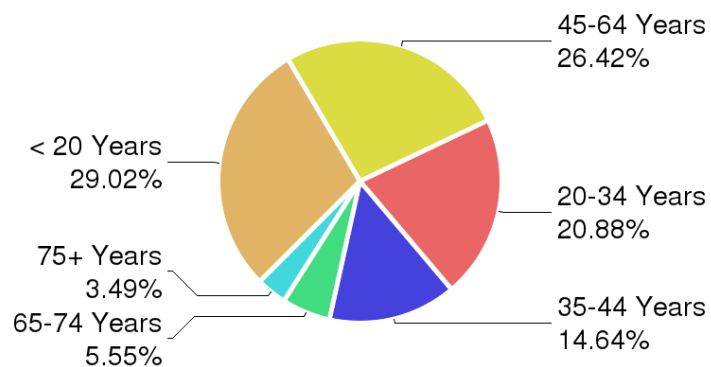
# Projected Demographic Summary

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	6.13%	6.33%	103.26
4-5 Years	2.97%	2.96%	99.66
6-8 Years	4.59%	4.57%	99.56
9-11 Years	4.64%	4.47%	96.34
12-13 Years	3.11%	2.96%	95.18
14-17 Years	5.71%	5.28%	92.47
18-19 Years	2.72%	2.45%	90.07
0-5 Years	9.1%	9.29%	102.09
6-12 Years	10.79%	10.53%	97.59
13-19 Years	9.99%	9.2%	92.09
< 20 Years	29.88%	29.02%	97.12
20-34 Years	20.62%	20.88%	101.26
35-44 Years	15.62%	14.64%	93.73
45-64 Years	26.27%	26.42%	100.57
65-74 Years	4.66%	5.55%	119.1
75+ Years	2.93%	3.49%	119.11
Median Age	37	36	97.46
Median Age (Male)	36	36	99.37
Median Age (Female)	39	37	96.86

Projected Age Group Percentages



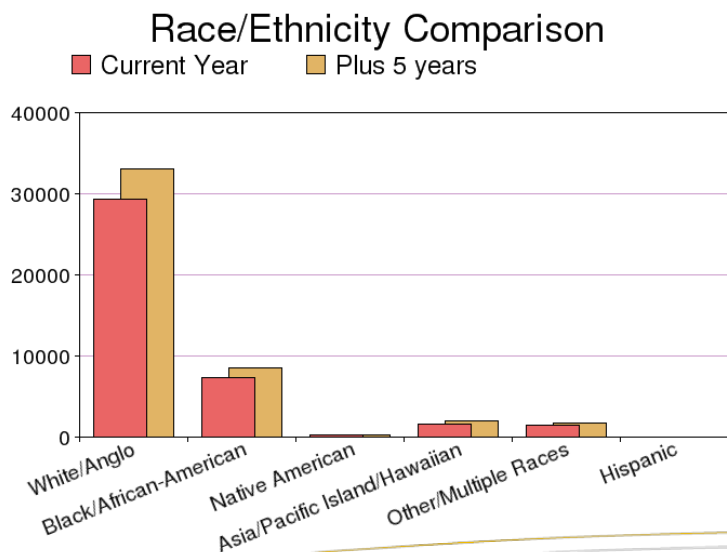
# Projected Demographic Summary

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

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YRS	INDEX
<b>Race/Ethnicity</b>			
White, Anglo	73.44%	72.43%	98.63
Black, African-American	18.2%	18.85%	103.57
Native American	0.58%	0.54%	93.39
Asian	3.94%	4.22%	106.89
Pacific Island, Hawaiian	0.07%	0.07%	103.94
Other/Multiple Races	3.78%	3.89%	102.91
Hispanic	0%	0%	0

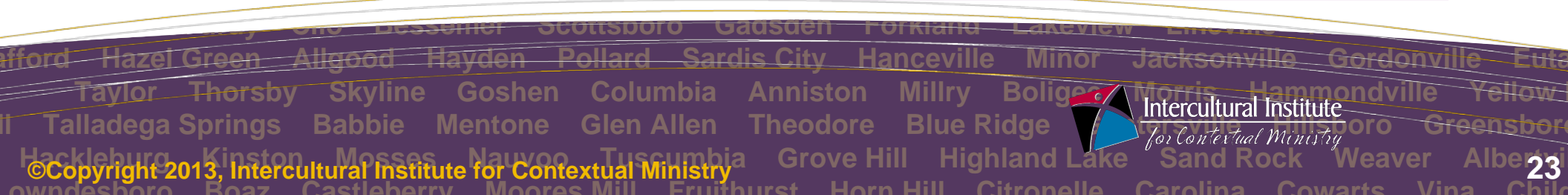
<b>Education of Adults (25 yrs+)</b>			
Total Adults over age 25 years.	25,473	29,439	
Less than 9th Grade	1.71%	1.56%	91.29
No High School Diploma	3.39%	3.12%	92.04
High School Graduate	14.01%	14.64%	104.52
Some College, no degree	20.23%	18.8%	92.92
Associate Degree	6.81%	6.96%	102.19
College Degree	34.91%	35.45%	101.56
Graduate/Prof. degree	18.94%	19.46%	102.76



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Household Income</b>			
< \$10,000	3.2%	2.88%	89.91
\$10,000 to \$19,999	4.73%	4.45%	94.04
\$20,000 to \$29,999	7.61%	7.29%	95.74
\$30,000 to \$49,999	14.54%	13.66%	93.98
\$50,000 to \$59,999	6.76%	6.49%	96.04
\$60,000 to \$69,999	7.93%	7.61%	95.95
\$70,000 to \$79,999	8.07%	7.98%	91.08
\$80,000 to \$89,999	7.04%	6.93%	93.49
\$90,000 to \$99,999	5.26%	4.96%	94.38
\$100,000 to \$249,999	14.83%	15.94%	107.49
\$125,000 to \$149,999	8.55%	8.9%	104.17
\$150,000 to \$199,999	8.26%	9.04%	109.45
\$200,000 to \$249,999	1.84%	1.96%	106.47
\$250,000 or more	1.38%	1.53%	110.56
Median Household	76,755	80,583	104.99
Average Household	90,977	98,427	108.19
Per Capita Household	34,806	38,080	109.41
<b>Family/Non-Family Household Income</b>			
Median Family Income	93,911	99,205	105.64
Average Family Income	102,972	113,194	109.93
Median Non-Family Income	47,015	49,863	106.06
Average Non-Family Income	59,948	62,774	104.71



# Projected Demographic Summary

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

CURRENT VS. PROJECTED	CURRENT	PLUS 5 YEARS	INDEX
<b>Family Households</b>			
% Family Households	68.48%	66.38%	96.93
Families with Children	35.93	32.97	91.76
Families without Children	32.55	35.22	108.21
<b>Non-Family Households</b>			
% Non-Family Households	31.52%	33.62%	106.66
Non-Families with Children	0.23	0.22	106.66
Non-Families without Children	31.29	33.4	106.74
<b>Housing Units</b>			
Total Housing Units	16,967	19,580	115.4%
Vacant percent	9.88%	9.95%	100.77
Owned percent	66.49%	65.78%	98.93
Rented Percent	23.63%	24.27%	102.71
<b>Households by Size</b>			
Avg household size	2.61	2.58	98.85%
Avg family hh size	3.25	3.29	101.23%
Avg non-family hh size	1.20	1.16	96.67%
<b>Households By Count of Persons</b>			
One	4,096	5,016	122.46%
Two	4,404	4,954	112.49%
Three or Four	5,346	5,988	112.01%
Five+	1,445	1,673	115.78%



# Ethnographic Summary

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

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Foreign Born Pop	1,725	4,002	2,127
Northern Europe	116	280	119
Western Europe	192	389	262
Southern Europe	13	9	14
Eastern Europe	39	51	120
Other Europe	0	0	5
Eastern Asia	306	520	238
So. Central Asia	308	387	286
SE Asia	140	348	66
Western Asia	132	109	20
Other Asia	12	0	0

BORN IN:	0-3 MILES	3-7 MILES	7-10 MILES
Eastern Africa	12	81	58
Middle Africa	20	0	43
Northern Africa	5	67	0
Southern Africa	11	31	28
Western Africa	83	183	69
Other Africa	21	25	10
Oceania	0	24	13
Caribbean	123	542	316
Central Amer.	76	557	329
South America	5	40	55
North America	111	359	76
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	26,719	60,828	64,364
Spanish	688	1,939	1,293
Other Indo-Euro language	864	1,341	938
French (incl. Patois, Cajun)	208	432	271
French Creole	6	24	40
Italian	39	39	17
Portuguese	0	42	0
German	202	435	364
Yiddish	0	0	4
Other West Germanic	29	13	30
A Scandinavian Language	9	25	5
Greek	13	9	14
Russian	17	38	62
Polish	0	0	28
Serbo-Croatian	0	0	0
Other Slavic Language	6	11	0
Armenian	39	4	8
Persian	71	63	24
Gujarathi	38	36	6
Hindi	101	5	34
Urdu	35	49	0

SPOKEN AT HOME	0-3 MILES	3-7 MILES	7-10 MILES
Other Indo-Euro	18	25	20
Asian/PI languages	0	0	0
Chinese	89	230	114
Japanese	55	141	8
Korean	175	238	92
Mon-Khmer, Cambodian	0	0	0
Miao, Hmong	0	0	0
Thai	26	12	4
Laotian	0	54	0
Vietnamese	48	176	60
Other Asian	76	166	167
Tagalog	19	35	27
Other Pacific Is	7	77	0
Other languages	213	289	264
Navajo	0	7	0
Other Native N. American	7	20	57
Hungarian	0	0	31
Arabic	138	67	40
Hebrew	8	10	5
African languages	60	172	131
Other unspecified	0	13	0

# Ancestry Summary

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

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Reporting ancestry	25,877	56,064	53,806
Arab	183	186	54
Armenian	47	5	23
Austrian	62	42	40
British	222	418	245
Canadian	48	70	23
Croatian	1	12	0
Czech	31	131	32
Czechoslovak	30	60	26
Danish	32	47	56
Dutch	317	384	351
English	2,966	4,184	4,348
European	532	565	697
Finnish	40	57	17
French (not Basque)	384	711	697
French Canadian	84	161	180
German	2,899	4,216	3,322
Greek	48	36	71
Hungarian	52	26	71
Iranian	58	104	34

ANCESTRY	0-3 MILES	3-7 MILES	7-10 MILES
Irish	2,412	3,326	3,349
Italian	764	954	635
Lithuanian	30	24	1
Norwegian	178	328	282
Polish	310	596	320
Portuguese	30	20	49
Romanian	60	50	23
Russian	51	112	89
Scandinavian	72	14	39
Scotch-Irish	659	1,155	1,284
Scottish	539	788	905
Slovak	53	17	25
Subsaharan African	239	875	579
Swedish	276	151	87
Swiss	14	42	21
Ukrainian	22	24	28
US/American	3,532	7,618	8,639
Welsh	230	158	172
West Indian	181	742	360
Yugoslavian	9	29	0
Other	8,181	27,626	26,632

# Using the Demographic Indicators

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

## *Issues for Your Consideration*

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

# Using the Demographic Indicators

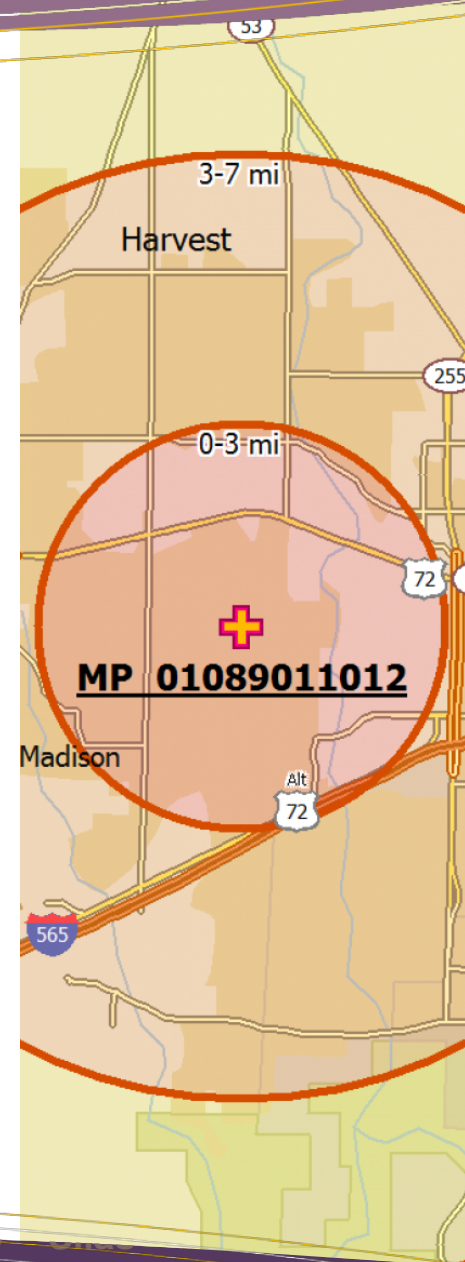
## *Issues for Your Consideration - continued*

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

## Unreached Households by Lifestyle Segment

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

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



# Unreached Households by Lifestyle Segment

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

2010 MOSAIC HHids	0-3 HH & Percent		Unreached HH & Percent	
Total	15,290	100%	10,602	100%
<b>AFFLUENT SUBURBIA</b>	7,450	48.72%	5,109	48.19%
America's Wealthiest	0	0%	0	0%
Dream Weavers	1,675	10.95%	1,198	11.3%
White Collar Suburbia	0	0%	0	0%
Upscale Suburbia	0	0%	0	0%
Enterprising Couples	1,769	11.57%	1,187	11.2%
Small Town Success	1,129	7.38%	782	7.38%
New Suburbia Fam.	2,877	18.82%	1,942	18.32%
<b>UPSCALE AMERICA</b>	1,829	11.96%	1,265	11.93%
Status Conscious Consumers	27	0.18%	19	0.18%
Affluent Urban Professionals	0	0%	0	0%
Urban Commuter Fam.	1,341	8.77%	900	8.49%
Solid Suburban Mix	0	0%	0	0%
2nd Generation Success	86	0.56%	64	0.6%
Successful Urban Sprawl	375	2.45%	282	2.66%
<b>SM TWN SUCCESS</b>	1,318	8.62%	865	8.16%
2nd City Homebodies	0	0%	0	0%
Prime Middle America	966	6.32%	629	5.93%
Urban Optimists	139	0.91%	96	0.91%
Family Convenience	126	0.82%	80	0.75%
Mid-Market Enterprise	87	0.57%	60	0.57%



# 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	15,290	100%	10,602	100%
<b>BLUE COLLAR BACKBONE</b>	310	2.03%	187	1.76%
Nuevo Hispanic Fam.	0	0%	0	0%
Working Rural Suburbia	310	2.03%	187	1.76%
Lower Income Essentials	0	0%	0	0%
Small Town Endeavors	0	0%	0	0%
<b>AMER. DIVERSITY</b>	26	0.17%	19	0.18%
Ethnic Urban Mix	0	0%	0	0%
Urban Blues	0	0%	0	0%
Professional Urbanites	12	0.08%	9	0.08%
Urban Advancement	10	0.07%	7	0.07%
Amer. Great Outdoors	0	0%	0	0%
Mature America	4	0.03%	3	0.03%
<b>METRO FRINGE</b>	1,296	8.48%	892	8.41%
Steadfast Conservative	1,018	6.66%	698	6.58%
Moderate Conventionalists	39	0.26%	26	0.25%
Southern Blues	220	1.44%	155	1.46%
Urban Grit	0	0%	0	0%
Grass-Roots Living	19	0.12%	13	0.12%



# 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	15,290	100%	10,602	100%
<b>REMOTE AMERICA</b>	0	0%	0	0%
Hardy Rural Fam.	0	0%	0	0%
Rural Southern Living	0	0%	0	0%
Coal & Crops	0	0%	0	0%
Native America	0	0%	0	0%
<b>ASPIRING CONTEMP'S</b>	2,371	15.51%	1,786	16.85%
Young Cosmopolitans	780	5.1%	611	5.76%
Minority Metro Communities	1,541	10.08%	1,141	10.76%
Stable Careers	0	0%	0	0%
Aspiring Hispania	50	0.33%	34	0.32%
<b>RURAL VILLAGES &amp; FARMS</b>	26	0.17%	15	0.14%
Industrious Country Living	0	0%	0	0%
America's Farmland	0	0%	0	0%
Comfy Country Living	0	0%	0	0%
Small Town Connections	26	0.17%	15	0.14%
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	15,290	100%	10,602	100%
<b>STRUGGLING SOCIETIES</b>	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%
<b>URBAN ESSENCE</b>	665	4.35%	464	4.38%
Unattached Multicultures	0	0%	0	0%
Academic Necessities	19	0.12%	12	0.11%
Af. Amer. Neighborhoods	646	4.22%	452	4.26%
Urban Diversity	0	0%	0	0%
New Generation Activists	0	0%	0	0%
Getting By	0	0%	0	0%
<b>VARYING LIFESTYLES</b>	0	0%	0	0%
Military Family Life	0	0%	0	0%
Major University Towns	0	0%	0	0%
Gray Perspectives	0	0%	0	0%

# Identifying Focus Groups in this Location

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

## *Issues for Your Consideration*

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



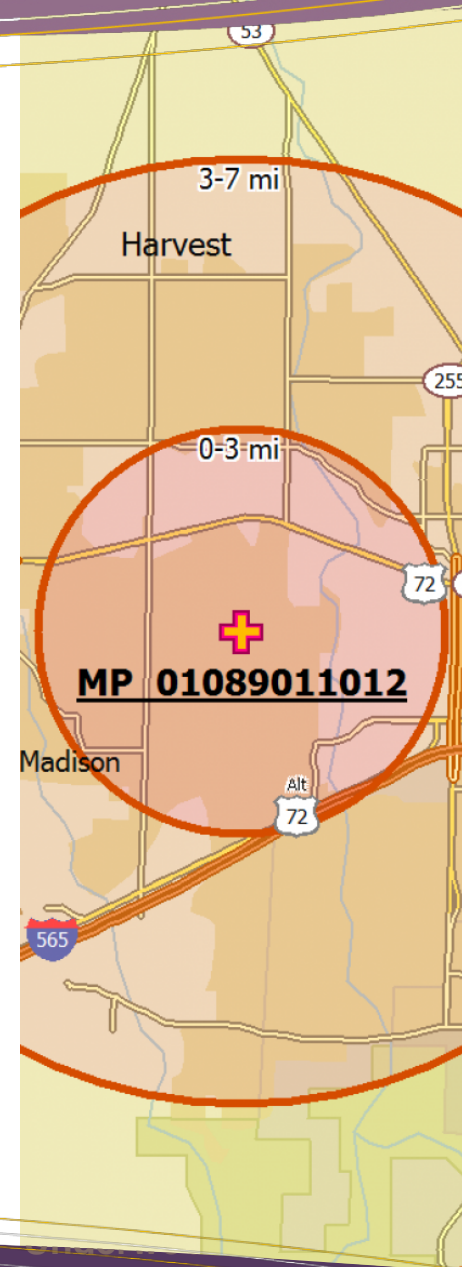
## Potential Cultural Bridges

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

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

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

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

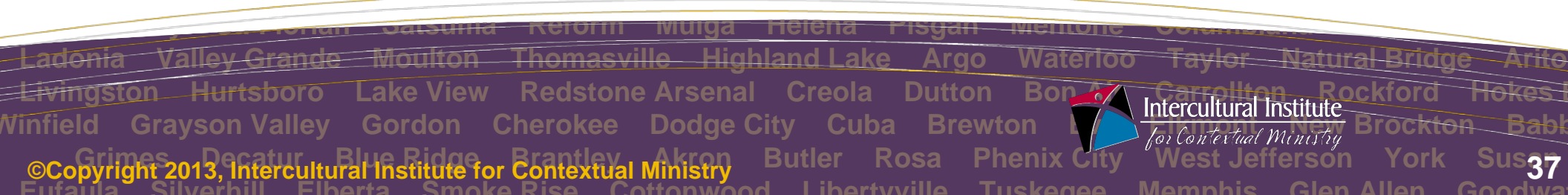


# Potential Cultural Bridges

The tables below 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	85%	78%	75%
Use Comp. for Internet/E-mail	71%	62%	59%
Internet Use: E-Mail	61%	53%	50%
Use Comp. for Word Processing	52%	44%	41%
Use Comp. for Shopping	47%	39%	36%
Use Comp. for Comp. Games	46%	41%	38%
Use Comp. for Banking	43%	36%	33%
Use Comp. for Digital Camera Photo Editing	42%	36%	34%
Use Comp. for Education	40%	36%	34%
HH Owns DVD Player	37%	33%	30%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Internet Use: News/ Weather	36%	30%	28%
Internet Use: Banking	34%	30%	27%
Use Comp. for News/Info./Data Service	32%	27%	25%
PC-Network-HH Has One	28%	23%	20%
Use Comp. for Personal Financial Mngmnt	22%	18%	16%
Use Comp. for Accounting	20%	16%	15%
Internet Use: Shopping: Gathered Info. for Shopping	18%	16%	15%
Use Comp. for Filing/DB Mngmnt	17%	14%	14%
Use Comp. for Telecommuting	16%	13%	11%
Internet Use: Shopping: Made A Purchase	16%	13%	12%

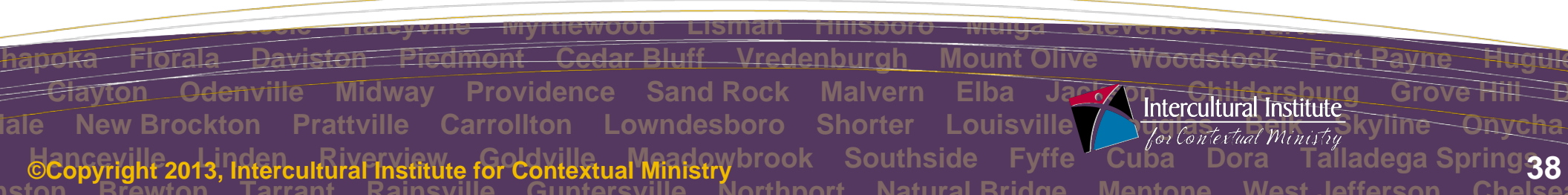


# Potential Cultural Bridges

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	70%	70%	69%
Dining Out (Not Fast Food)	64%	58%	56%
Reading Books	59%	56%	55%
Card Games	44%	43%	42%
Go To A Beach/Lake	43%	38%	36%
Cooking for Fun	38%	37%	36%
Board Games	36%	33%	32%
Gardening	35%	31%	30%
Visit Museum	26%	22%	22%
Visit Zoo	23%	20%	19%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Any Ailment	66%	65%	66%
Gen./Fam. Practitioner	40%	38%	38%
Dentist	33%	28%	28%
None Of These	22%	21%	21%
Eye Dr.	22%	20%	20%
Backache	20%	21%	21%
High Cholesterol	18%	17%	17%
Hypertension/High Blood Pressure	17%	18%	19%
OB/GYN	15%	13%	12%
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	34.03%	30.89%	29.93%
Live Theater	26.67%	23.59%	23%
Live Theater Most Often	21.26%	18.75%	18.3%
Rock/Pop Concerts Most Often	19.51%	17.2%	16.27%
Comedy Club	11.97%	11.61%	11.29%
Dance Performance	10.16%	10.35%	10.42%
Movies: Comedy	44.81%	43.07%	42%
Movies: Action/Adventure	43.03%	41.9%	40.72%
Movies: Drama	24.26%	23.59%	23.15%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Movies: Romantic Comedy	24.19%	22.36%	21.99%
Movies: Fam.	23.99%	22.79%	21.85%
Movies: Mystery	17.7%	18.66%	18.75%
MLB Baseball Reg. Season	11.89%	9.65%	8.92%
College Football Reg. Season	10.48%	7.88%	7.1%
NFL Football Reg. Season	10.18%	8.24%	7.4%
College Basketball Reg. Season	7.34%	5.56%	5.09%
NBA Basketball Reg. Season	5.7%	5.04%	4.62%
NHL Hockey Reg. Season	4.67%	3.76%	3.4%

# 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	45.81%	42.25%	41.12%
Swimming	38.7%	33.95%	32.29%
Bowling	25.31%	23.97%	22.87%
Weight Training	20.05%	18.36%	17.38%
Billiards/Pool	20.05%	19.4%	19.04%
Jogging/Running	19.03%	18.36%	17.57%
Golf	18.91%	15.02%	14.11%
Using Cardio Machine	18.85%	16.33%	15.22%
Basketball	16.9%	16.98%	16.53%
Mountain/Road Biking	15.89%	13.5%	12.82%
Freshwater Fishing	14.95%	14.89%	15.03%
Camping Trips	14.55%	12.98%	12.43%
Stationary Cycling	14.52%	13.19%	12.55%
Aerobics	12.43%	11.68%	11.34%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Backpacking/Hiking	11.73%	10.31%	9.63%
Baseball	11.49%	11.73%	11.68%
Football	9.92%	11.18%	11.18%
Tennis	9.35%	8.38%	7.89%
Volleyball	8.7%	8.71%	8.6%
Soccer	8.64%	8.06%	7.52%
Power Boating	8.54%	7.26%	7.13%
Yoga	8.25%	7.77%	7.51%
Softball	8%	8.1%	8.01%
Target Shooting	7.91%	7.68%	7.65%
Saltwater Fishing	7.61%	7.29%	7.13%
Canoeing/Kayaking	6.97%	6.15%	5.88%
Hunting	6.85%	6.79%	6.89%
Motorcycling	6.45%	5.79%	5.55%





# Potential Cultural Bridges

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

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Ice Skating	6.22%	5.81%	5.6%
Roller Skating	6.16%	6.22%	6.13%
Downhill & X-Country Skiing	6.02%	5.28%	4.91%
Jet Skiing	5.55%	5.13%	4.82%
Horseback Riding	5.41%	5.02%	4.93%
Snorkeling	5.39%	5.1%	4.94%
Water Skiing	5.02%	4.54%	4.24%
Racquetball	4.29%	4.29%	4.24%
Rock Climbing	4.06%	3.76%	3.67%
Martial Arts	3.97%	3.98%	3.66%

BRIDGES	0-3 MILES	3-7 MILES	7-10 MILES
Fly Fishing	3.9%	3.98%	4.03%
Hockey	3.84%	3.65%	3.53%
Sailing	3.56%	3.28%	3.18%
Snowboarding	3.37%	3.36%	3.37%
Archery	3.36%	3.55%	3.76%
Snowmobiling	3.07%	3.16%	3.2%
Rowing	2.95%	2.81%	2.73%
Auto Racing	2.95%	3.11%	3.09%
Skateboarding	2.76%	3.16%	3.16%
Surfing & Windsurfing	2.61%	2.71%	2.7%

## 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.

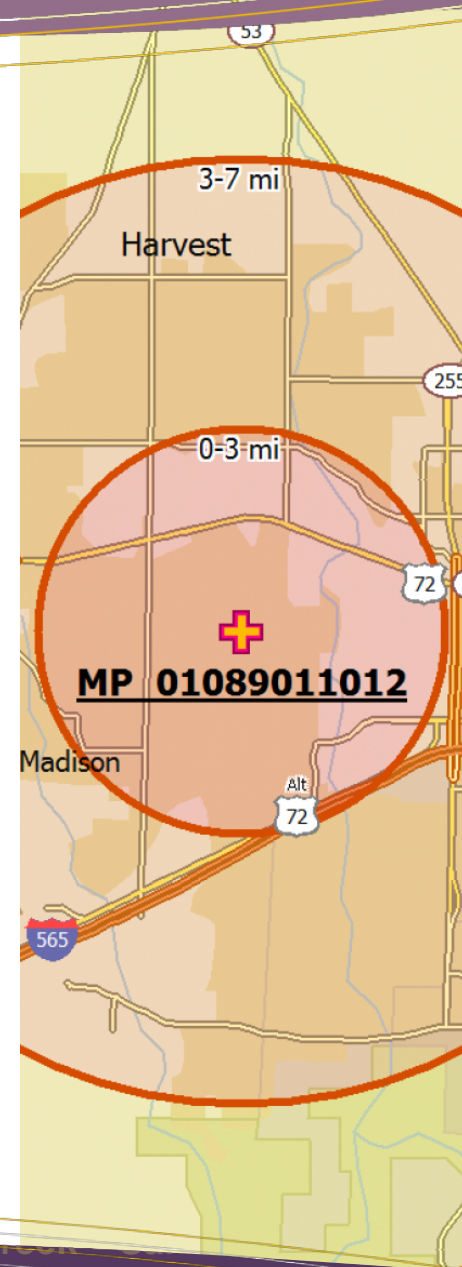
### BIBLICAL BARRIERS

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.

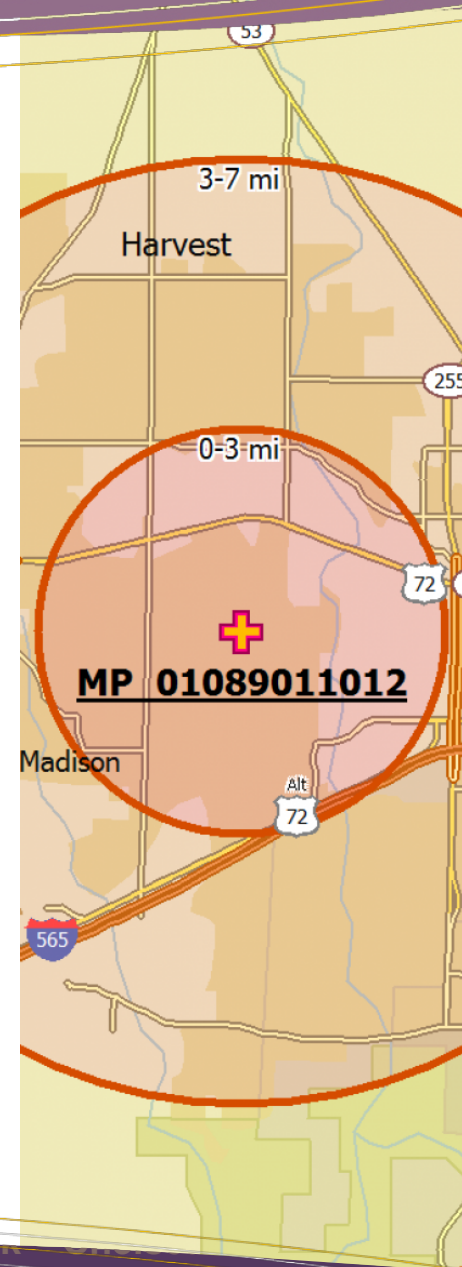
### CULTURAL BARRIERS OF ACCEPTANCE

#### 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.

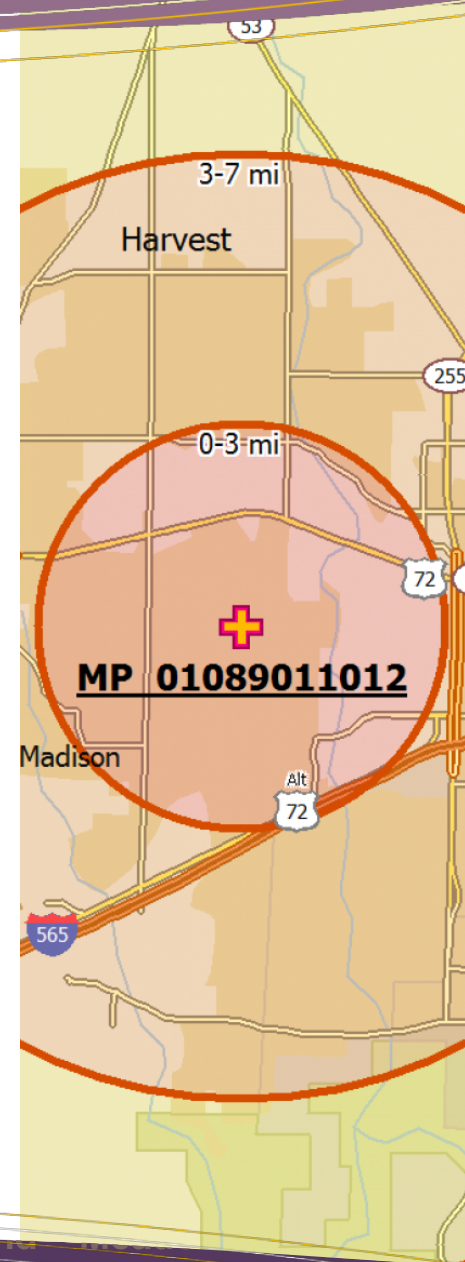
BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Important Continue Learning New Things	49%	51%	51%
Find It Difficult To Say No To My Kids	40%	38%	37%
Prefer To Have Few Possessions As Possible	40%	34%	34%
Woman's Place Is In The Home	34%	34%	33%
Speak My Mind Even If It Upsets People	34%	36%	36%
Like Control Over People And Resources	31%	34%	34%
If Won Lottery Would Never Work Again	30%	28%	27%
Don't Judge People/Way They Live Life	28%	29%	29%
Like To Do Unconventional Things	28%	27%	27%
Friends More Important Than My Fam.	27%	25%	25%
Money Is Best Measure Of Success	25%	25%	25%
Marijuana Should Be Legalized	22%	21%	21%

BARRIERS	0-3 MILES	3-7 MILES	7-10 MILES
Too Much Sponsorship In Arts/Sports	21%	24%	24%
Like to Stand Out In A Crowd	19%	20%	21%
Like To Pursue Challenge/Novelty/Change	18%	17%	18%
I Am A Workaholic	18%	20%	21%
Rarely Sit Down to a Meal Together At Home	16%	16%	16%
Happy With My Standard Of Living	14%	13%	14%
We Should Strive for Equality for All	13%	15%	15%
Only Work Current Job for The Money	13%	14%	14%
On Whole People Get What They Deserve	10%	11%	11%
Indulge My Kids With The Little Extras	9%	9%	9%
Little I Can Do To Change My Life	7%	8%	8%
I Am A Perfectionist	7%	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.

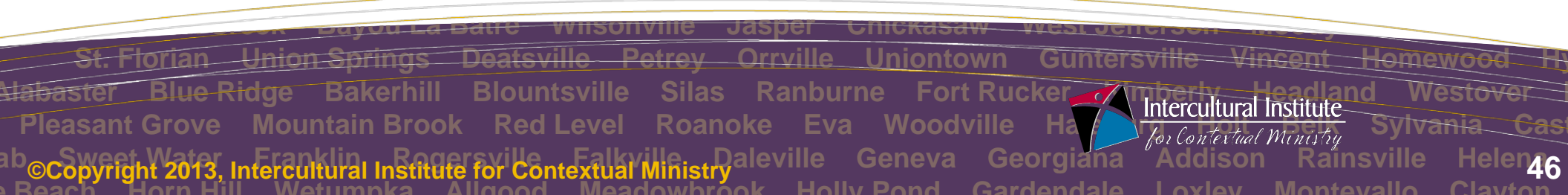


# Potential Cultural Themes:

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.

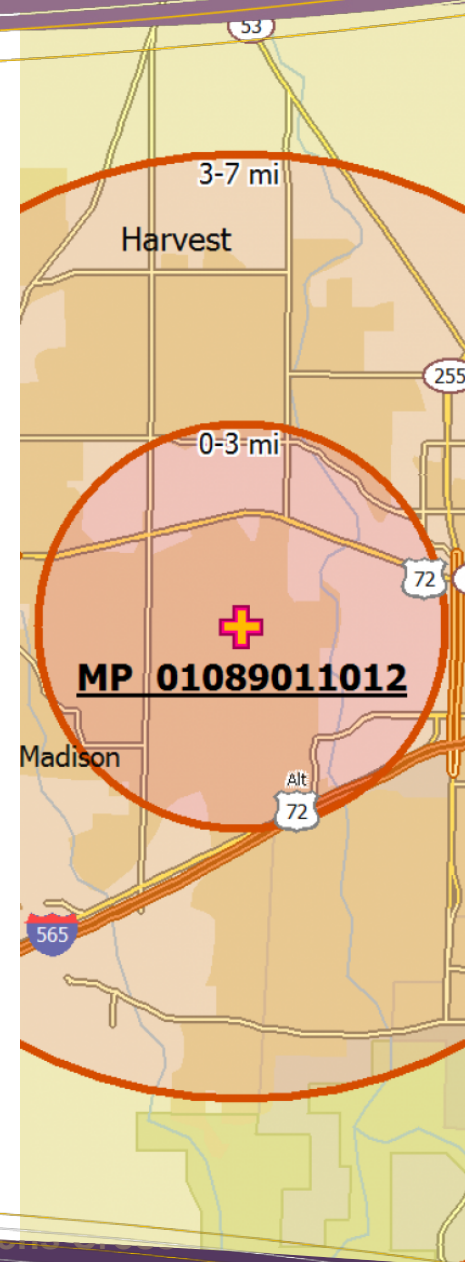
THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Important To Respect Customs And Beliefs	71%	65%	62%
You Should Seize Opportunities In Life	57%	57%	57%
Like To Understand About Nature	40%	39%	39%
Prefer To Have Few Possessions As Possible	40%	34%	34%
Prefer Work Part Of Team Than Alone	34%	35%	35%
Important Feel Respected By My Peers	32%	33%	33%
Important To Juggle Various Tasks	28%	30%	31%
Have Keen Sense Of Adventure	27%	27%	27%
People Have To Take Me As They Find Me	27%	25%	25%
Good At Fixing Things	26%	28%	29%
Like To Just Enjoy Life	24%	22%	22%
Worried About Pollution Caused By Cars	23%	22%	21%

THEMES	0-3 MILES	3-7 MILES	7-10 MILES
Consider Myself Interested In The Arts	19%	20%	20%
Real Men Don't Cry	17%	17%	17%
Looking for New Ideas To Improve Home	15%	17%	17%
Try Not To Worry About The Future	14%	15%	15%
Is An Important Part Of Who I Am	14%	15%	15%
Enjoy Spending Time With My Fam.	12%	13%	12%
Provide My Kids With The Little Extras	10%	14%	15%
Children Should Be Allowed To Express Themselves	5%	6%	6%
Like Spending Most Time With Fam.	5%	5%	5%
Feel Very Alone In The World	4%	5%	6%
Decor Particular Interest To Me	3%	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
Fast Food/Drive-In	86.56%	85.69%	84.93%
Restaurant-Visit Any			
Fam. Restaurants/Steak	86.43%	81.78%	79.9%
Houses-Visit Any			
McDonald's	58.28%	56.96%	56.16%
Burger King	35.85%	37.31%	37.17%
Applebee's	33.55%	30.27%	29.02%
Wendy's	33.36%	31.44%	30.63%
Subway	32.89%	31.18%	30.3%
Taco Bell	29.37%	28.41%	27.61%
Kentucky Fried Chicken (KFC)	27.17%	29.52%	29.33%
Arby's	24.72%	23.09%	21.99%
Olive Garden	24.47%	22.19%	21.3%
Pizza Hut	20.75%	22.24%	21.74%

PLACE	0-3 MILES	3-7 MILES	7-10 MILES
Chili's Grill and Bar	19.36%	16.48%	14.98%
Outback Steakhouse	19.12%	16.4%	15.6%
Starbucks	19.07%	15.89%	14.58%
Chick-Fil-A	18.96%	17.04%	15.65%
Red Lobster	17.71%	17.55%	17.19%
Cracker Barrel	16.9%	14.85%	13.95%
IHOP (International House Of Pancakes)	16.61%	16.15%	15.54%
TGI Friday's	16.08%	15.33%	14.62%
Dairy Queen	16.06%	15.76%	15.7%
Sonic	14.74%	14.62%	13.79%
Domino's Pizza	14.48%	15.47%	15.03%
Ruby Tuesday	13.91%	12.63%	12.08%

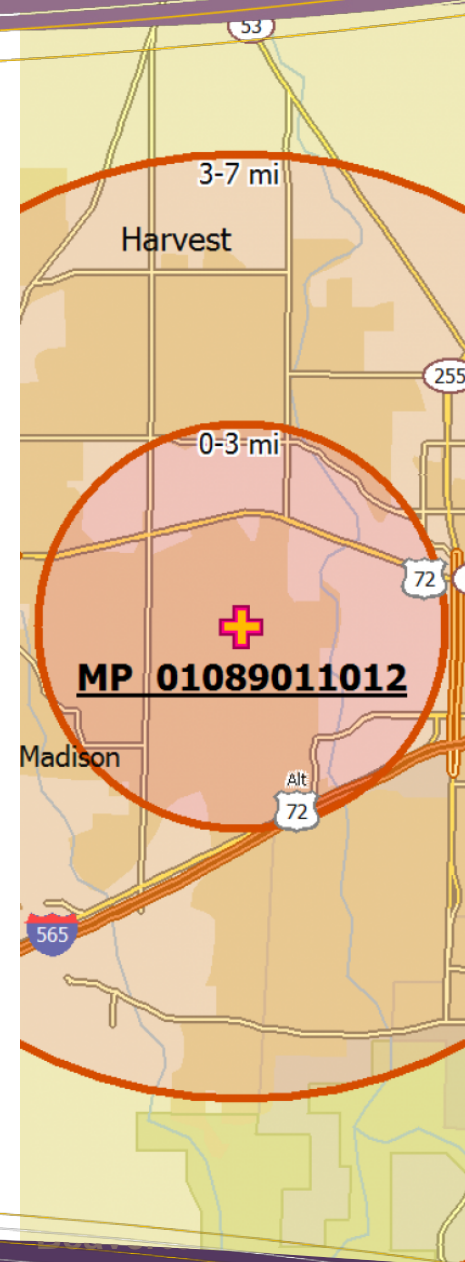


## Potential Shared Projects

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!

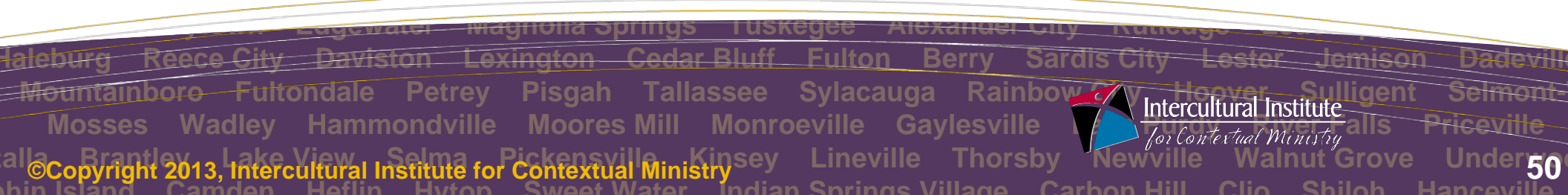


# Potential Shared Projects

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	52.15%	47.33%	46.3%
Recycled products	41.41%	35.16%	33.39%
Worked as volunteer (non political)	20.51%	17.5%	16.66%
Engaged in fund raising	13.19%	12.35%	11.99%
Religious club member	8.54%	8.24%	7.99%
Wrote to elected offcl about publ bus	7.44%	6.36%	6.23%

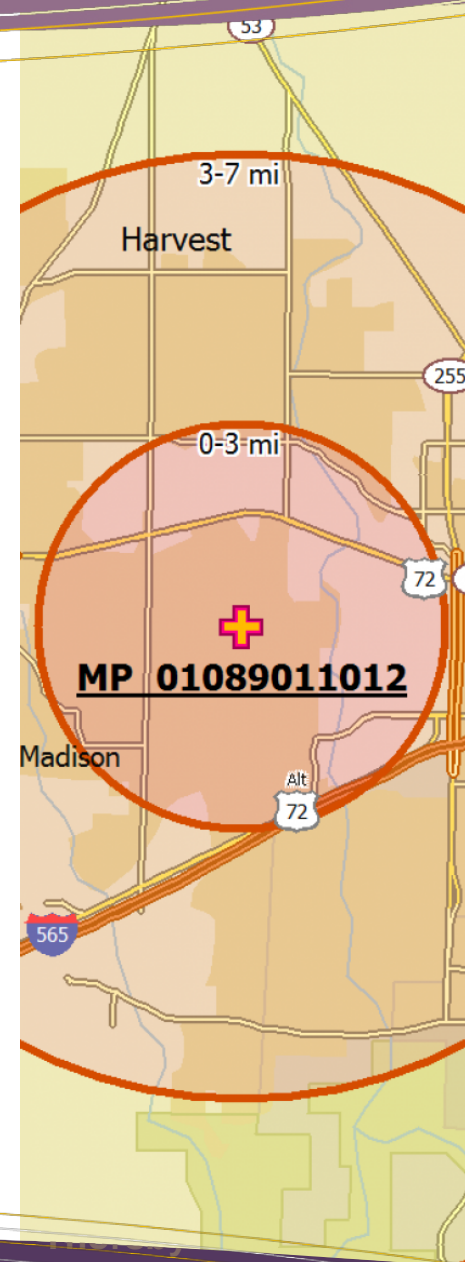
PROJECTS	0-3 MILES	3-7 MILES	7-10 MILES
Wrote to editor of mag or newspaper	6.55%	6.08%	5.85%
Charitable Organization	6.1%	5.52%	5.45%
Addressed a public meeting	5.9%	5.16%	4.92%
Took active part in local civic issue	5.67%	5.41%	5.36%
Union member	5.57%	5.32%	5.08%
Church Board	5.46%	5.71%	5.52%



## Communication Media Content

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

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



# Potential Print Media Content:

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

<b>BOOKS</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Novel	21.34%	18.75%	17.85%
Children's Books	15.44%	14.28%	13.9%
Mystery	13.59%	11.93%	11.76%
Cookbooks	11.14%	10.15%	9.96%
Religious (not Bibles)	9.69%	9.74%	9.63%
Personal/Business	9.01%	7.83%	7.37%
Self-help			
History	8.59%	7.54%	7.28%
Biography	8.22%	7.3%	7.09%
Romance	7.56%	7.54%	7.54%

<b>MAGAZINES</b>	<b>0-3 MILES</b>	<b>3-7 MILES</b>	<b>7-10 MILES</b>
Newspaper Distributed	72.76%	69.86%	69.25%
Gen. Editorial	49.11%	49.42%	49.02%
Womens	45.07%	45.3%	44.45%
Service	38.91%	35.37%	34.48%
Business/Finance	23.84%	21.37%	20.2%
Mens	20.43%	19.6%	19.09%
Sports	17.97%	16.47%	15.91%
Parenthood	14.57%	14.58%	14.3%
Health	13.78%	13.61%	13.29%

# 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	58.73%	54.59%	53.77%
Business/Finance	35.14%	30.47%	29.48%
Sport	35.03%	32.6%	32.2%
Editorial Page	31.76%	28.95%	28.69%
Classified	30.95%	32.1%	32.64%
Movie Listings & Reviews	28.68%	26.82%	26.29%
Food/Cooking	27.5%	24.98%	24.54%
Comics	26.9%	25.47%	25.55%
Home/Gardening	24.65%	21.8%	21.06%
TV/Radio Listings	24.38%	22.95%	22.9%
Travel	24.15%	21.13%	20.18%
Science/Technology	20.68%	18.03%	17.28%
Fashion	16.89%	16.32%	16.02%

RADIO	0-3 MILES	3-7 MILES	7-10 MILES
Adult Contemporary	19.81%	16.89%	16.26%
CHR Contemp Hit Radio	19.1%	18.61%	18.4%
Country	18.16%	16.66%	16.46%
News/Talk	16.18%	12.59%	11.71%
Urban Contemporary	14.9%	22.71%	23.61%
Rock	12.66%	10.8%	10.56%
Alternative	12.3%	9.5%	8.9%
Oldies	11.73%	10.62%	10.6%
Classic Rock	11.42%	9.2%	8.74%
Variety	9.25%	9.23%	9.06%
Soft Contemporary	9.03%	7.44%	6.95%
All News	8.06%	7.06%	6.79%
Religious	7.08%	6.52%	6.19%
Jazz	6.96%	7.56%	7.05%
Sports	6.27%	4.86%	4.41%
All Talk	5.2%	4.7%	4.65%
Classic Hits	4.77%	3.97%	3.75%
Classical	4.51%	3.78%	3.62%

# Potential Multimedia Content:

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

MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Fox News Channel	68%	64.7%	63.08%
Satellite Dish	63.51%	55.39%	53.38%
Soapnet	55%	52.48%	51.38%
Other Video-On-Demand	41.62%	41.41%	41.26%
Comedy Central	40.6%	34.48%	33.12%
Sci-Fi Channel	38.37%	36.88%	35.63%
MSNBC	35.62%	34.02%	33.1%
Adult Pay Per View TV	35.25%	31.6%	30.92%
TV Info From Sunday TV Magazine	32.66%	30.31%	29.29%
Subscribe Digital Cable	32.61%	32.57%	31.84%
Adult Swim	31.1%	26.37%	25.37%
ABC Fam.	30.85%	27.12%	25.91%

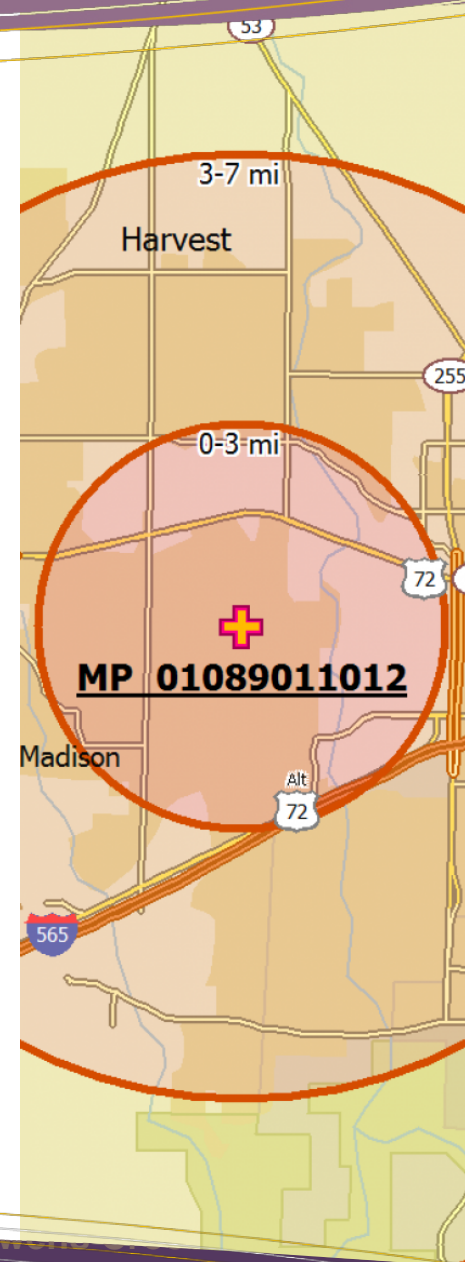
MULTIMEDIA: TV	0-3 MILES	3-7 MILES	7-10 MILES
Hallmark Channel	30.42%	27.22%	25.94%
TV Info From Newspapers	29.43%	27.61%	26.89%
Nickelodeon	29.35%	28.23%	27.49%
ESPN Classic	29.17%	23.91%	22.67%
Video-On-Demand Movies	28.83%	25.03%	22.74%
TCM (Turner Classic Movies)	28.47%	25.91%	24.88%
USA Network	28.22%	25.14%	24.29%
The Golf Channel	28.07%	24.89%	23.64%
ESPN2	27.51%	25.17%	24.93%
TV Info From Monthly Cable Guide	26.65%	24.8%	24.15%
BET (Black Entertainment TV)	26.6%	24.51%	24.54%
Nick At Nite	26.53%	25.44%	24.65%

# 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+)	23.56%	20.82%	20.05%
Medium Users (4-6)	12.43%	11.1%	10.63%
Light Users (1-3)	21.86%	21%	20.91%
Quintiles (20%)			
Newspaper I (Heavy)	1%	1.19%	1.13%
Newspaper II	1.61%	1.72%	1.69%
Newspaper III	2.56%	2.57%	2.62%
Newspaper IV	0.42%	0.44%	0.47%
Newspaper V (Light)	0.81%	0.85%	0.91%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
Quintiles (20%)			
Magazines I (Heavy)	21.38%	21.71%	21.72%
Magazines II	9.37%	9.87%	9.9%
Magazines III	10.21%	10.7%	10.93%
Magazines IV	12.6%	13.13%	13.04%
Magazines V (Light)	0.64%	0.77%	0.78%
Outdoor I (Heavy)	7.15%	7.52%	7.47%
Outdoor II	2.66%	3.28%	3.37%
Outdoor III	3.65%	4.23%	4.33%
Outdoor IV	14.89%	15.52%	15.69%
Outdoor V (Light)	23.77%	23.82%	23.95%
Yellow Pages I (Heavy)	13.33%	14.52%	14.72%
Yellow Pages II	6.3%	6.75%	6.79%
Yellow Pages III	5.09%	6.51%	6.81%
Yellow Pages IV	19.73%	21.68%	21.95%
Yellow Pages V (Light)	2.77%	3.76%	3.88%



# 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)	2.8%	3.17%	3.54%
Drive Time III (Medium)	0.65%	0.87%	0.93%
Radio IV & V (Light)	2.32%	2.78%	2.9%
Radio Media Quintiles (fifths / 20%)			
Radio I & II (Heavy)	10.7%	11.03%	10.85%
Radio III (Medium)	5.48%	5.04%	4.93%
Radio IV & V (Light)	3.39%	3.95%	3.96%
Cable TV Quintiles (fifths / 20%)			
Cable I & II (Heavy)	16.93%	15.71%	14.59%
Cable III (Medium)	4.28%	4.74%	4.84%
Cable IV & V (Light)	32.84%	34.38%	34.21%

MEDIUM	0-3 MILES	3-7 MILES	7-10 MILES
TV Prime Time Quintiles (fifths / 20%)			
Prime Time I & II (Heavy)	3.48%	3.73%	3.99%
Prime Time III (Medium)	1.97%	1.76%	1.76%
Prime Time IV & V (Light)	10.07%	10.87%	10.84%
TV Early/Late Fringe Quintiles (fifths / 20%)			
Fringe I & II (Heavy)	40.33%	39.49%	39.69%
Fringe III (Medium)	49.78%	50.99%	51.45%
Fringe IV (Light)	53.58%	54.29%	54.52%
TV All Day Quintiles (fifths / 20%)			
All Day I & II (Heavy)	13.48%	15.03%	15.45%
All Day III (Medium)	22.89%	23.24%	23.39%
All Day IV (Light)	14.53%	16.11%	16.55%

# 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](http://MissionalContext.org).

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Day-time Radio</b>			
Listeners			
Dayparts [summary]	12.89%	12.28%	11.99%
6:00am - 10:00am	21.79%	19.33%	18.54%
10:00am - 3:00pm	8.58%	10.28%	11.01%
3:00pm - 7:00pm	15.04%	15.36%	15.51%
7:00pm - Midnight	15.49%	13.51%	13.16%
Midnight - 6:00am	5.77%	6.6%	6.83%
<b>Weekend Radio</b>			
Listeners			
Dayparts [summary]	15.87%	15.38%	15.03%
6:00am - 10:00am	4.37%	3.94%	3.93%
10:00am-3:00pm	8.01%	7.18%	6.98%
3:00pm - 7:00pm	7.77%	8.33%	8.46%
7:00pm - Midnight	10.11%	10.02%	10.15%
Midnight - 6:00am	12.71%	12.69%	12.95%

USAGE	0-3 MILES	3-7 MILES	7-10 MILES
<b>Prime Time TV Viewers</b>			
8:00-11:00pm	11.28%	9.34%	8.86%
Saturday: 8:00-11:00pm	8.6%	8.6%	8.59%
Sunday: 7:00-11:00pm	12.06%	10.44%	10.06%
9:00am-1:00pm	26.53%	25.44%	24.65%
9:00am-4:00pm	30.32%	29.38%	28.54%
4:00pm-7:00pm	32.98%	31.57%	30.71%
11:00pm-1:00am	43.48%	42.28%	41.34%
AVG Prime time	3.6%	4.05%	3.99%
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	19.67%	18.25%	17.89%
7-9am	27.51%	25.17%	24.93%
9am-12noon	21.94%	20.35%	19.46%
12noon-4pm	8.38%	9.03%	9.07%
4-6pm	57.89%	53.19%	50.93%
6-7pm	18.86%	18.44%	18.08%
7-7:30pm	1.8%	1.77%	1.66%
7:30-8pm	10.63%	11.29%	10.95%
8-11pm	11.28%	9.34%	8.86%
11pm-12am	35.62%	34.02%	33.1%
11pm-1am	43.48%	42.28%	41.34%
1-6am	37.63%	33.97%	32.98%

TV VIEWERS	0-3 MILES	3-7 MILES	7-10 MILES
Weekend			
Sat: 7-10am	22.99%	20.19%	19.53%
Sat: 10am-1pm	9.23%	9.51%	9.59%
Sat: 1-4pm	27.98%	25.61%	24.72%
Sat: 4-6pm	8.18%	8.11%	7.96%
Sat: 6-7pm	2.14%	1.91%	1.87%
Sat: 7-8pm	1.42%	1.31%	1.27%
Sat: 8-11pm	8.6%	8.6%	8.59%
Sat: 11pm-1am	5.8%	6.03%	6.11%
Sat: 1am-7pm	28.22%	25.14%	24.29%
Sun: 7-10am	2.05%	2.09%	2.1%
Sun: 10am-1pm	7.12%	6.19%	6.1%
Sun: 1-4pm	7.9%	6.58%	6.12%
Sun: 4-7pm	15.72%	14.2%	13.75%
Sun: 7-11pm	12.06%	10.44%	10.06%
Sun: 11pm-1am	6.08%	5.77%	5.68%
Sun: 1-7am	25.38%	22.83%	21.9%

# 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.

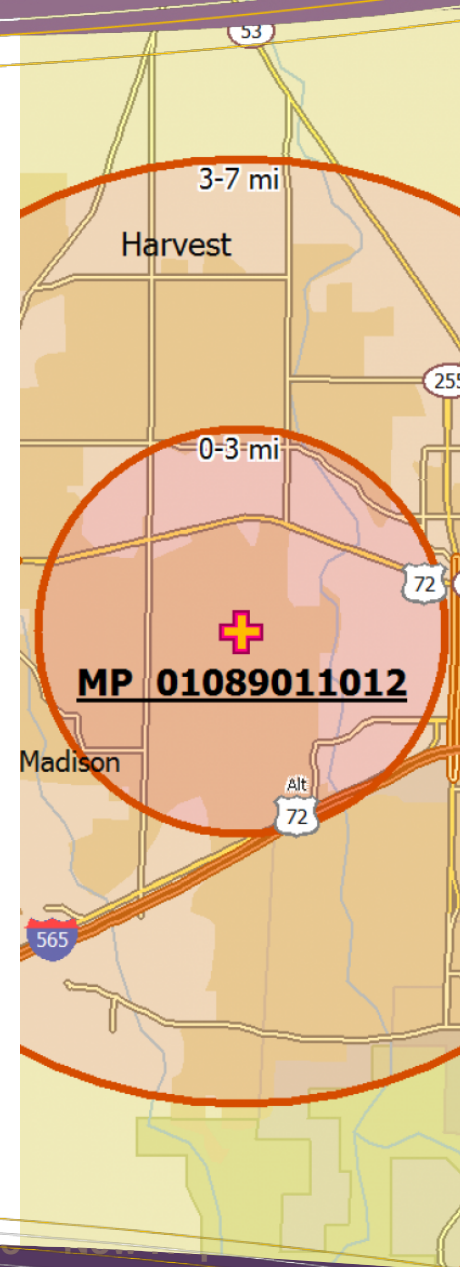


## Your MissionSite and the Missional Suite

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](http://www.iicm.net). IICM provides access to a number of resources:

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





# Notes and Sources

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



# APPENDIX: ALSBOM Churches by Distance

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
1	Trinity	1088 Hughes Rd Madison, AL 35758	0.70 mi	377	Growing
2	The Brook	8573 Highway 72 W Madison, AL 35758	1.37 mi	510	Plateauing
3	Haven	1840 Slaughter Rd Madison, AL 35758	1.40 mi	58	Growing
4	Crosspointe Church	719 Hughes Rd Madison, AL 35758	1.60 mi	352	Growing
5	Madison First	4257 Sullivan St Madison, AL 35758	2.94 mi	350	Declining
6	Madison Korean	4257 Sullivan St Madison, AL 35758	2.95 mi	0	Plateauing
7	Wall Highway	6597 Wall Triana Hwy Madison, AL 35757	2.96 mi	468	Growing
8	The Grove	12300 County Line Rd Madison, AL 35756	3.31 mi	95	Plateauing
9	Mount Zion	228 Mount Zion Rd Huntsville, AL 35806	3.45 mi	582	Growing
10	Sherwood	6600 Old Madison Pike NW Huntsville, AL 35806	3.69 mi	209	Declining
11	Community	408 Clutts Rd Harvest, AL 35749	3.83 mi	69	Declining
12	Capshaw	PO Box 187 Capshaw, AL 35742	4.47 mi	520	Plateauing
13	Woodland Hill	1705 Sparkman Dr NW Huntsville, AL 35816	4.76 mi	88	Declining
14	Liberty	3134 Highway 53 Huntsville, AL 35806	5.12 mi	92	Growing
15	Christ Way	1659 Nick Davis Rd Harvest, AL 35749	5.64 mi	23	Growing

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
16	Highlands	2525 Aspen Ave NW Huntsville, AL 35810	5.75 mi	209	Declining
17	University	809 Jordan Ln NW Huntsville, AL 35816	5.79 mi	442	Declining
18	West Mastin Lake	PO Box 3332 Huntsville, AL 35810	5.79 mi	90	Plateauing
19	Westlawn	2515 17th St SW Huntsville, AL 35805	6.11 mi	124	Plateauing
20	Bethany	PO Box 3178 Huntsville, AL 35810	6.50 mi	83	Declining
21	Meadow Drive	602 Galway St NW Huntsville, AL 35816	6.79 mi	20	Declining
22	Hillsboro Heights	3614 Drake Ave SW Huntsville, AL 35805	6.82 mi	167	Plateauing
23	Lao/Thai Mission	3614 Drake Ave SW Huntsville, AL 35805	6.82 mi	44	Declining
24	Pineview	5614 Highway 53 Harvest, AL 35749	7.03 mi	148	Growing
25	Huntsville Park	3120 Triana Blvd SW Huntsville, AL 35805	7.08 mi	159	Plateauing
26	The Fellowship of Faith	2117 Oakwood Ave Huntsville, AL 35810	7.34 mi	216	Growing
27	Central	2204 1st St SW Huntsville, AL 35805	7.38 mi	58	Declining
28	Midway	26575 US Highway 72 Athens, AL 35613	7.41 mi	113	Growing
29	Fairview	27550 Nick Davis Rd Athens, AL 35613	7.46 mi	133	Growing
30	Third Baptist	1116 Church St NW Huntsville, AL 35801	7.59 mi	58	Declining

# APPENDIX: ALSBOM Churches by Distance - Continued

	CHURCH	ADDRESS	DISTANCE	WRSHIP AVG	IICM CGR
31	Korean First	2807 Hood Rd SW Huntsville, AL 35805	7.75 mi	75	Plateauing
32	Huntsville First	600 Governors Dr SW Huntsville, AL 35801	8.04 mi	1,235	Plateauing
33	Harvest	PO Box 330 Harvest, AL 35749	8.16 mi	233	Plateauing
34	Huntsville (Korean)	2670 Johnson Rd Huntsville, AL 35805	8.29 mi	153	Growing
35	Sweetwater Fellowship	115 McCormick Dr NW Huntsville, AL 35811	8.31 mi	37	Growing
36	Lakewood	2101 Mastin Lake Rd NW Huntsville, AL 35810	8.40 mi	104	Plateauing
37	New Hope	13110 Mooresville Rd Athens, AL 35613	8.44 mi	104	Growing
38	Jackson Way	1001 Andrew Jackson Way NE Huntsville, AL 35801	8.58 mi	366	Plateauing
39	Southside	209 Marsheutz Ave SE Huntsville, AL 35801	8.77 mi	768	Declining
40	Five Points	801 Beirne Ave NE Huntsville, AL 35801	8.87 mi	68	Declining
41	Northside	2900 Meridian St N Huntsville, AL 35811	8.94 mi	89	Plateauing
42	Mountain View	1413 McClung Ave SE Huntsville, AL 35801	9.35 mi	102	Declining
43	East Huntsville	808 Maysville Rd NE Huntsville, AL 35801	9.48 mi	50	Growing
44	New Birth Missionary	4640 Meridian St N Huntsville, AL 35811	9.58 mi	75	Declining
45	Whitesburg	6806 Whitesburg Dr S Huntsville, AL 35802	10.07 mi	1,506	Growing





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

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